Canon Bundle Kit Packaging Guidelines

Version 1
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Introduction

Welcome to Canon's Bundle Kit Packaging Guidelines.

The aim of this guide is to inspire you, the Canon partners and associated creative agencies, as you bring to life the latest brand creative work on packaging across your market.

In these pages you will find examples of what to do (and what not to do) when packaging products in different categories.

These guidelines are in line with Canon's Core Visual Identity Guidelines that can be found on Canon's brand site – brandsite.canon-europe.com.

This document should be used alongside core guidelines for further guidance on fonts, colours, tone of voice and more.

These are the key elements of our visual identity.

1. **Canon Logo**
2. **'Come and See' Device**
3. **Colour**
4. **Typography**
5. **Circles**
6. **Photography**

Please reference the Core Visual Identity Guidelines, which are intended as a guide to how you can use the brand assets to build Canon branded communications.

The role of these guidelines

The purpose of this document is to give guidance to those creating bundle kits, to ensure that a consistent design is maintained across all packs produced in Canon EMEA.

It covers our main ‘kit packaging’ areas of DLSR, DSC, DVC and Accessories/Consumables to show how the design principles should be delivered for each category.

These guidelines will help you strongly communicate the Canon brand and give our kit packaging more impact and stand-out on shelf. As a large organisation embracing many countries, departments and creative partners, it’s important that everyone embraces the same standards when developing our product packaging.

A single set of principles uniformly executed will keep our brand’s packaging consistent and instantly recognisable as Canon.

1. Packaging Strategy

Approach

Our packaging uses the ‘Come and See’ and the circles as an intriguing invitation to find out where each product can take our audiences to.

Our packaging design visually combines the two framework states of **Exploring** and **Locating**. This is because it not only needs to functionally communicate the product name, information, features and benefits; but also needs to – when acting as Point of Sale on-shelf – inspire customers with the experiences they could have with the product.

Linking to the Generation “Out of the box experience”, we have created the **Canon World** which appears inside of our packaging – inviting the audience to “Come and see what Canon has to offer”, with engaging information and links for each of our category areas.

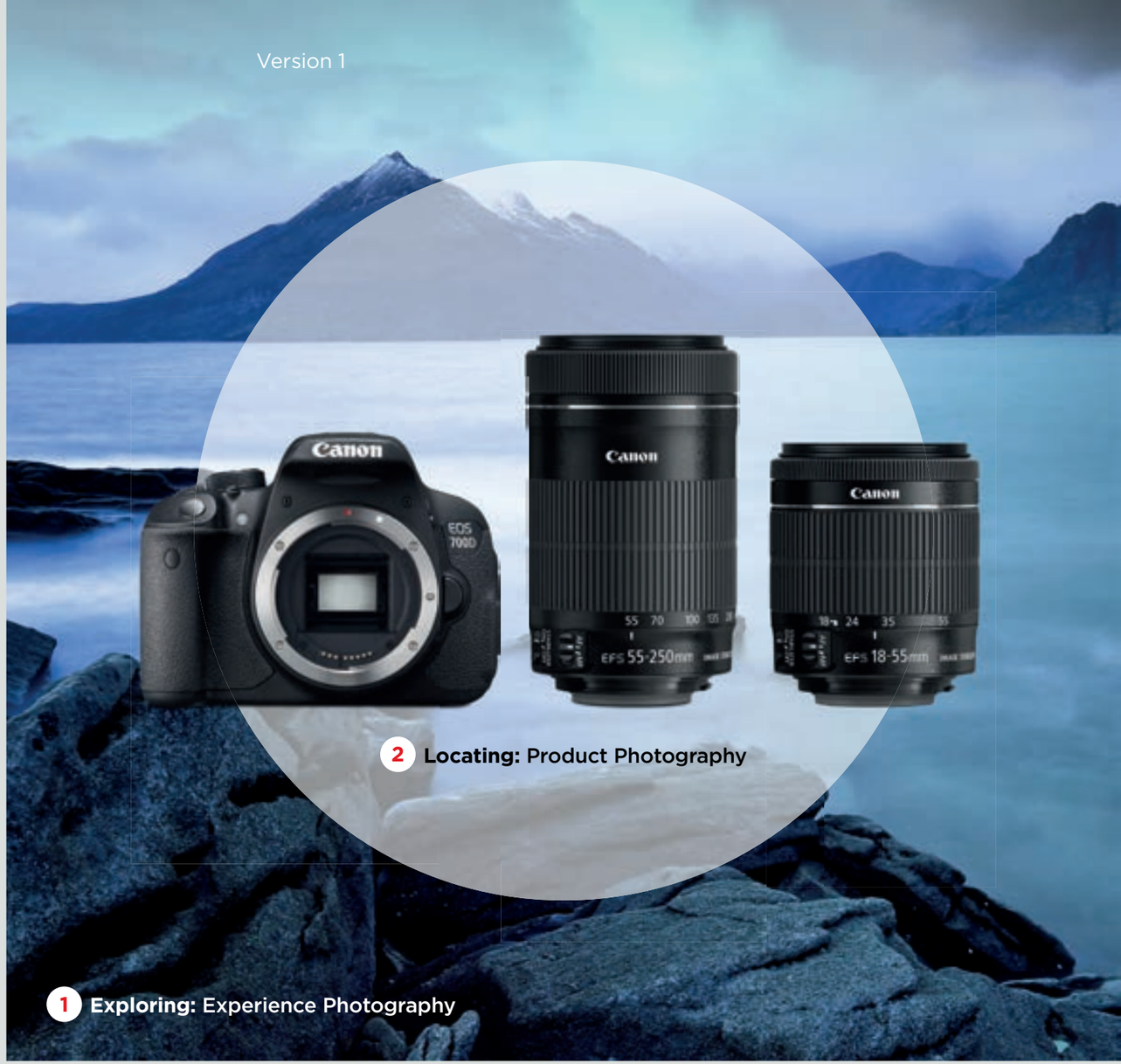
1 Exploring: Experience Photography

This photography tells the fascinating stories and experiences that engage with and inspire customers to either desire the product from the packaging or reinforce that they have made the right purchase.

2 Locating: Product Photography

This photography clearly, simply and beautifully shows the product and content of the bundle kit.

Version 1



Overview

Our packaging design adheres to the core principles of the Visual Identity Guidelines – using set elements in a flexible way to work across variable packaging categories, sizes and formats.

The packaging front face is simply divided to create branding and imagery areas:

Imagery: This takes up a larger proportion of the pack (2/3) to give prominence to both the experience and product photography – Helping the customer explore and locate. The 'light circle' further highlights the kit imagery.

Branding: This gives a clear area (1/3) for the Canon logo, Come and See device and product information. The typographic bullet highlights the bundle kit title and relevant camera code – Helping the customer locate and see what's in the kit.

Imagery Panel

Branding Panel

Colours

The colour treatment is consistent across all of our bundle kit packaging.

The branding panel background colour is Canon Light Grey with the Canon Red and Black used for all other elements.

The supporting palette can then be used for circles to give flexibility, as set out within the Core Visual Identity Guidelines.

Solid mask

A solid light grey colour circular mask should be placed behind the 'come' circle to avoid any visibility of the experience image in the background.

come

Supporting Palette

Colours from the supporting palette should be chosen to be sympathetic to the experience photography.

Canon Light Grey
Pantone® 427
C:7 M:3 Y:5 K:8

Canon Red
Pantone® 186
C:0 M:100 Y:100 K:5

Categories

Kit packaging guidelines have been created for our different product categories, each is considered in their own right to best promote the product and appeal to the right audience. The Core Visual Identity is consistently applied, with the type of photography changing to best represent each product area.

DSLR

Photography that is appropriate to the technical ability of the target audience and inspires them to purchase is used. One side of the pack talks about the camera itself and the other communicates the accessory.

Section 3 will outline design principles and show typical examples as a guide for creating packaging.

DSC

Fun, accessible and inspiring images are used to appeal to the more ‘everyday’ audience who have much less technical knowledge – different things appeal to them like style, features and easy of use, but the most important benefit to communicate is: “With this camera kit you can take a great photo”.

Section 4 details how the designs are created.

DVC

Photography should be carefully considered to best show the product’s end use – using imagery with movement that captures the dynamic nature of video.

Section 5 gives guidance on constructing these packs.

Accessories

Product accessories packaging is designed to link to each product category they are made for.

For example, an accessory pack for a specific DSC camera will use appropriate photography for that camera and its category.

Section 6 shows how this approach works, with examples for different types.

2. Packaging Architecture

Overview

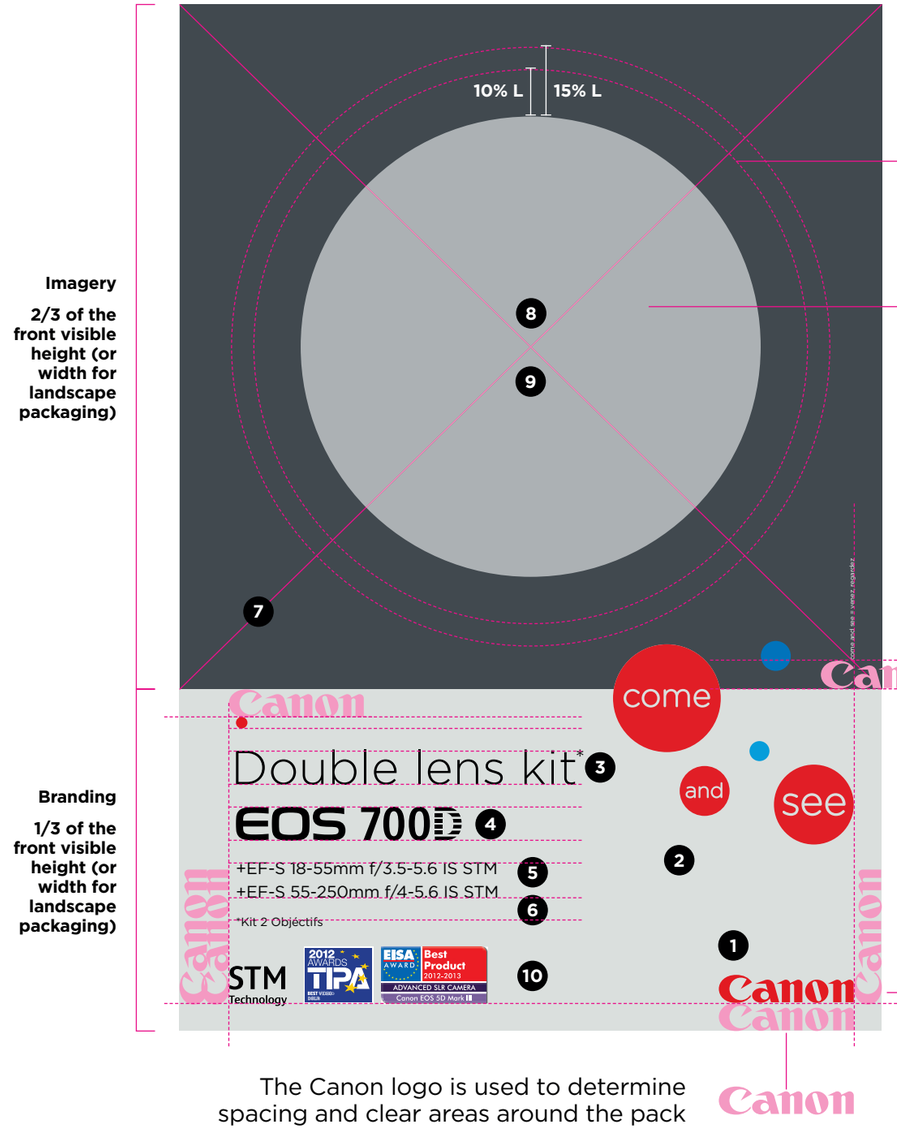
The packaging architecture is a simple structure that will visually hold all of our EMEA bundle kit packaging together. This creates a strong Canon brand presence.

This is an overview of the key elements that work together to form an overall structure.

Key Elements:

1. **Canon Logo**
2. **‘Come and See’ Device**
3. **Kit Title**
4. **Product Name and Code**
5. **+Kit Components List**
6. **Kit Title Translation**
7. **Experience Photography**
8. **Circles** (Solid, Transparent, Keyline, Light)
9. **Product Photography**
10. **Product Specific Elements**

Structural principles (front face):



If product imagery goes outside of the light circle it should ideally protrude to 10% of the light circle diameter (L) and never extrude any further than 15% (of L).

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space.

Please refer to the Visual Identity Guidelines for light circle usage.

The positioning of the Come and See device is flexible depending on the packaging format.

It should appear in close proximity to the Canon brand logo.

The ‘Come’ circle can overlap into the image panel and should be positioned as indicated – aligning to the type.

The logo should be positioned in the bottom right hand corner.

The Canon logo is used to determine spacing and clear areas around the pack

2.02
Our Packaging Architecture
Layout

The front face of our packaging should be divided between a branding panel and an imagery panel.

Segmentation principles (front face):

Portrait **1**

Imagery

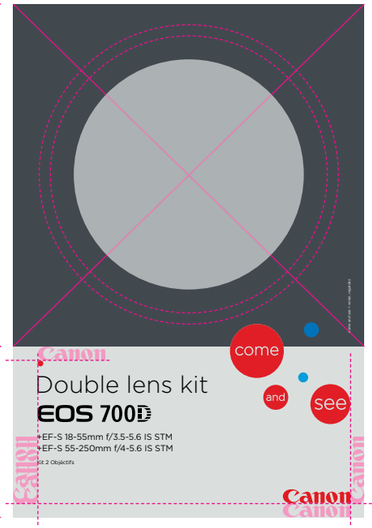
2/3 of the front visible height

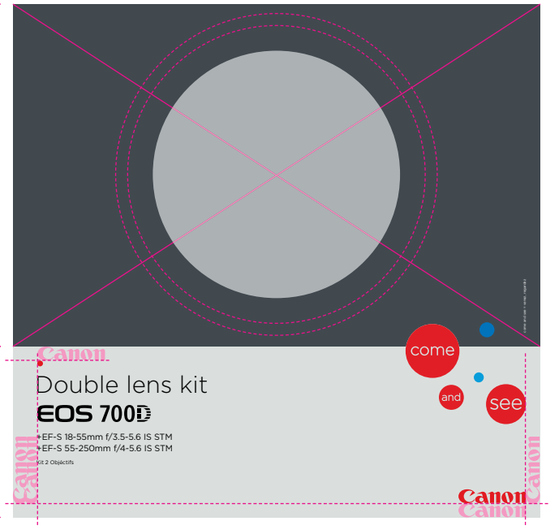
Branding

1/3 of the front visible height

2/3

1/3





The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space.

The light circle opacity strength should be judged independently for each image – 60% opacity is should be used if it's not too faint or heavy over the image.

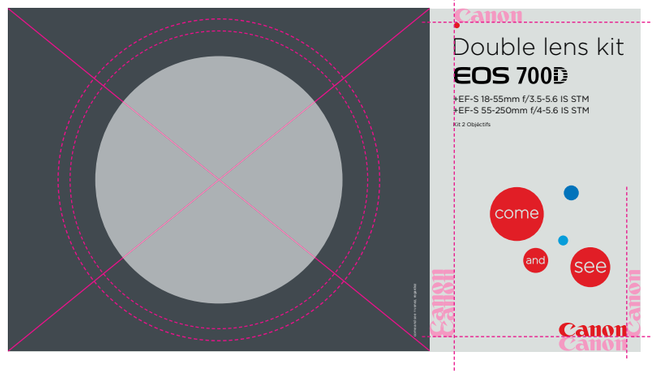
Landscape **2**

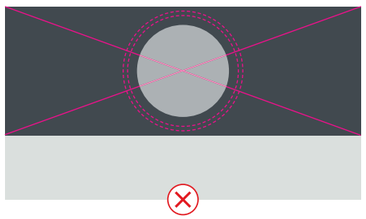
Imagery

2/3 of the front visible width

Branding

1/3 of the front visible width





For longer, landscape formats it would be too restrictive to divide the pack by the height. In these instances it should be segmented into 1/3 and 2/3 by the width of the front face as shown, left.

Dividing the space

The packaging should be segmented between a branding panel (1/3) and an imagery panel (2/3).

Where possible keep to the 1/3 and 2/3 proportions.

Imagery panel: This takes up a larger proportion of the pack (2/3) to give prominence to both the experience and product photography. The light circle further highlights the kit imagery.

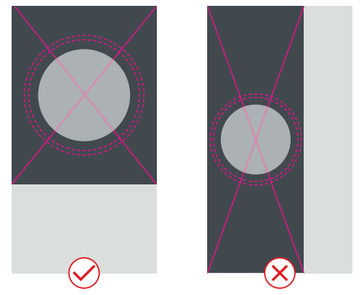
Branding panel: This area has a background colour of Canon light grey. It gives a clear area (1/3) for the Canon logo, Come and See device and product information. The typographic bullet highlights the bundle kit title and relevant camera code.

If this relationship needs to be changed for a restrictive format please divide the space in even proportions, for example 1/4 and 3/4.

DSC

Please note for packaging within the DSC category, which are much smaller formats, the branding and imagery panels are separated between different sides of the pack. This allows both parts to maximise the available area. Please refer to section 4.

Note: Please make sure that the space is sensibly divided to maximise the area for each panel:



The packaging should be segmented to give enough space for both the imagery and branding panels at sensible proportions that work for the over area.

The Canon logo, Come and See device and typography should be used as specified within the core Visual Identity Guidelines.

Standard logo sizes

Please use this as a guide for determining logo sizes on the front face of our bundle kit packaging:

1. **A3: 50mm**
2. **A4: 35mm**
3. **A5: 25mm**
4. **DL: 25mm**
5. **A6: 20mm**

A pack front face area between these two standard sizes could use a 40mm or 45mm logo size, for example.

For area sizes that fall in-between these standard sizes a sensible logo size should be used.

Come and See device

The small execution (80% Canon logo size) should be used for the majority of our packaging. The standard and large CAS sizes can also be used as applicable for larger packs, as determined by the logo size.

Logo clear area

For our bundle kit packaging the logo should be used to create an exclusion zone around the mark:

The positioning of the CAS device is flexible, but it should never be placed inside of the Canon logo exclusion zone.

CAS Colour

Select and use a CAS device that is sympathetic to the colour of the experience photography.

Bottom, right hand corner of the packs' front face

Typography is the written identity for our spoken word

Please refer to the core Visual Identity Guidelines for usage of our key brand elements.

The Canon logo should be used as specified, in the Canon red colour. Where possible the Canon logo should be used in the bottom right hand corner of the packs' front face.

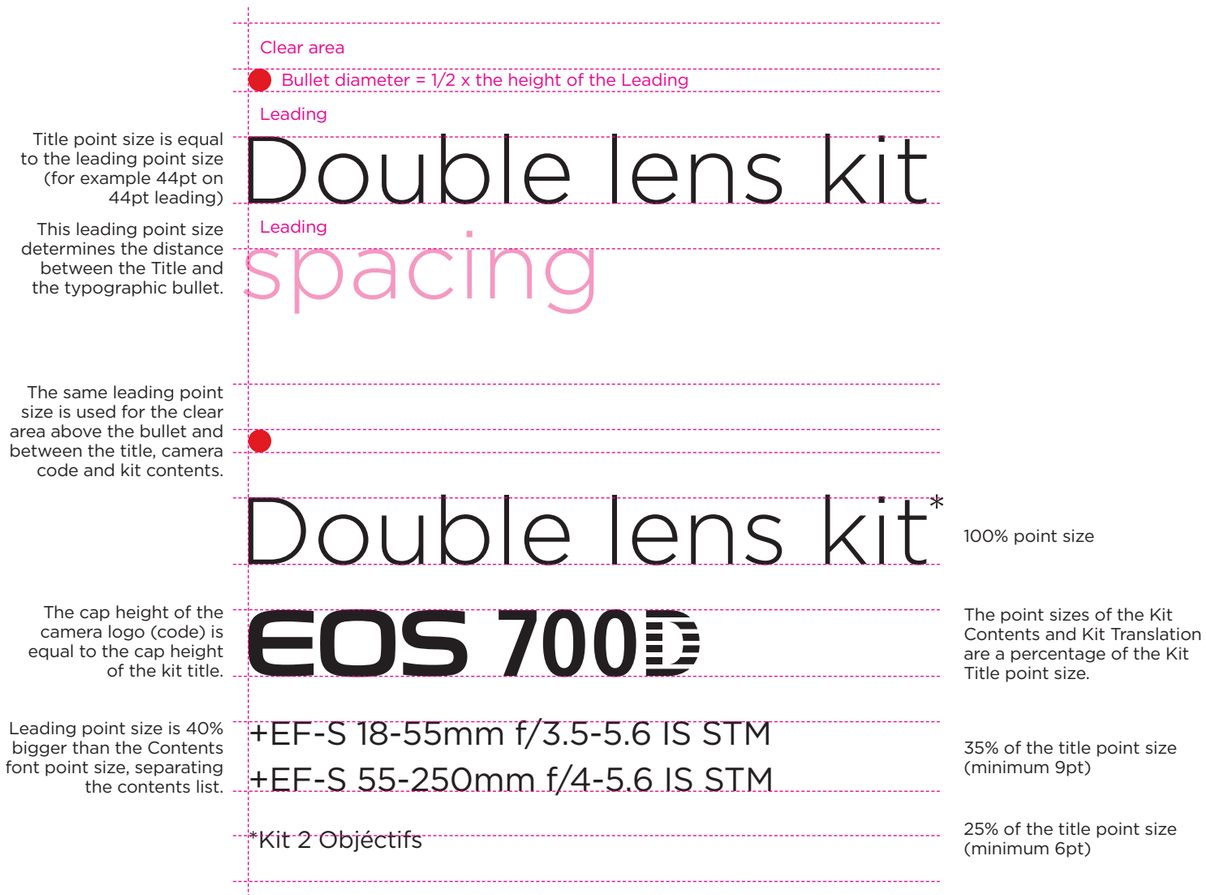
The Canon red CAS device should be used on the Canon light grey background colour, consistently across the packaging range.

Identity typography

The primary typeface of Gotham should be used for our bundle kit packaging – in sentence case, in the weights of Bold, Medium, Book and Light. All type should be coloured black, white or the Canon Red (refer to the examples shown in each of our packaging categories).

Each of our packaging designs across EMEA bundle together a number of products to create a kit. The kit title is an important way of communicating exactly what's in the box and gives the pack a headline message.

Kit title principles:


Clear area
Bullet diameter = 1/2 x the height of the Leading
Leading
Title point size is equal to the leading point size (for example 44pt on 44pt leading)
Double lens kit
This leading point size determines the distance between the Title and the typographic bullet.
Leading
spacing
The same leading point size is used for the clear area above the bullet and between the title, camera code and kit contents.
Double lens kit*
100% point size
The cap height of the camera logo (code) is equal to the cap height of the kit title.
EOS 700D
The point sizes of the Kit Contents and Kit Translation are a percentage of the Kit Title point size.
Leading point size is 40% bigger than the Contents font point size, separating the contents list.
+EF-S 18-55mm f/3.5-5.6 IS STM
+EF-S 55-250mm f/4-5.6 IS STM
35% of the title point size (minimum 9pt)
*Kit 2 Objectifs
25% of the title point size (minimum 6pt)

Kit title examples:

Zoom kit

Flash kit

Macro kit

Double zoom kit

Double lens kit

Compact lens kit

Outdoor kit

Photo kit

Travel kit

Power kit

Starter kit

Essentials kit

Value kit

Accessory kit

Connectivity kit

Waterproof kit

Adventure kit

Getting started kit

Special offer kit

Kit titles

The packaging kit title helps to communicate what is contained in the bundle and also gives each pack a strong headline message. Where applicable the title should always contain the word 'kit' to instantly tell the audience that the pack contains multiple products.

The examples shown give an idea of the type of titles that can be used – A "Canon Flash Kit", for example, would contain a camera and a flash product bundled together for an added value offer.

Set in Gotham Light (in sentence case).

Typographic Bullet

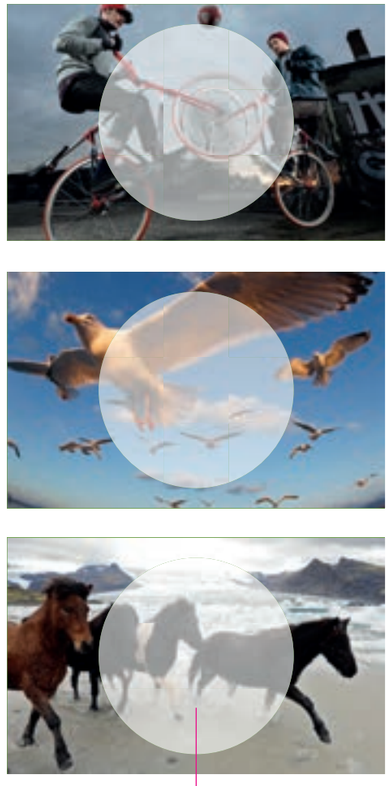
The typographic bullet is to used to highlight the kit title, in order to focus the consumers eye on exactly what's in the kit.

The preferred colour of the bullet is Canon red. It may be applied in black or white to increase legibility at small sizes or on dark backgrounds, where Canon red is not legible.

The bullet is always a single line space above the typography at the same size and weight.

Note: Use the Title typography, as shown left, as a set lock-up with its' typographic bullet – that can be scaled up and down as required.

As an imaging brand, all Canon photography should be of the highest quality. For our packaging we use both exploring (experience) and locating (product) photography. Refer to the Photography & Video Guidelines for the key principles.



Note: Carefully select the crop of an image so that vital parts of the shot are not concealed by the Light Circle and product photography.

1 **Exploring:** Experience Photography

2 **Locating:** Product Photography

Experience photography should be carefully considered to best show the products' end use. If bundling a DSLR lens, try to use an image that shows the capacity of the lens (ie: macro, zoom) – for example a beautifully photographed leopard is ideal for showcasing a lens that's suitable for taking wildlife photography. Then DSC imagery should, by contrast, appeal to a less technical audience with a sense of engagement, fun and dynamism.

This lifestyle imagery will be further specified within each product category – as it should be selected to best suit the type of kit and the target audience.

1. Experience photography

The lifestyle imagery adds emotion to our packaging and helps our customers imagine what they could experience with each bundle kit. The images serve to showcase the quality of the output from Canon cameras and accessories.

This photography should follow the directives from the Photography & Video Guidelines – including the feel of images, general rules for shooting and any restrictions. Experience photography should be:

- Dynamic — photographs should never be bland, but should always be interesting and unexpected, inviting the customer into a new world.
- Real — images should always feel authentic, minimal retouching is acceptable but avoid excessive Photoshop effects.
- Inviting — there should always be a strong sense of depth with a background and foreground, where possible.

2. Product photography

Our bundle kit photography should be shot 'front on', with consistent lighting and supplied with a clipping path – so that the imagery can be used with the light circle and experience photography as the background.

Product photography should be clean, strong and retain a "real" quality (particularly after they have been retouched if this is required).

Packaging faces:

The top of pack features full bleed experience imagery, cropped to best suit the image. The kit title is also repeated to help identification from above.

Top

The Canon logo is used to determine spacing and clear areas around the pack.

The Imagery panel continues around onto the packaging sides, leading the viewer around the pack – to features about the camera on one side (left) and the accessories on the other (right).

Flexible size

Flexible size

Side

Front

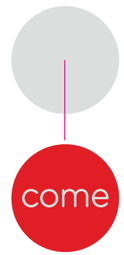
Side

Canon Light Grey is used as a consistent background colour around all sides of the pack.

The architecture forms a simple packaging structure, which is used in various ways around all the faces (sides) of the box.

The use of panelling creates a simple and confident visual language that works around the pack. It helps to divide the space between imagery, branding and product information. It also leads the viewer around the pack and helps tell the story of what the bundle kit is all about.

This very structured approach lets our Canon imagery take centre stage and also creates a simple visual identity that works well across a range of product packaging with variable formats.



Solid mask

A solid light grey colour circular mask should be placed behind the ‘come’ circle to avoid any visibility of the experience image in the background.

Packaging faces:

The back of pack is used to hold additional product information, language translations and the barcode identification marks (some of this may be located on the side of pack).

The Canon logo is used to determine spacing and clear areas around the pack.

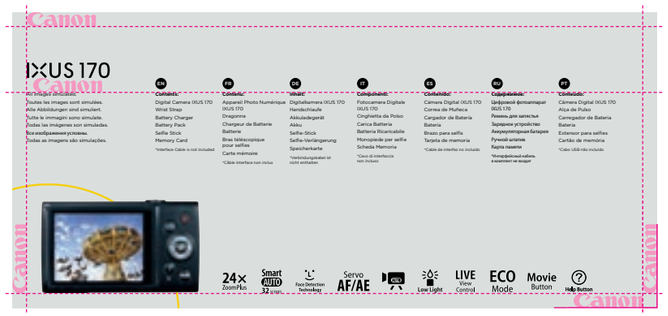
A solid circle, in an appropriate colour from the supporting palette is used to showcase the product imagery – showing the camera from a reverse view helps identify its features.

EN

A circle highlights the language.

Canon
EOS 700D
• EF-S 18-55mm f/3.5-5.6 IS STM
• EF-S 55-250mm f/4-5.6 IS STM
EN
EOS 700D
18.0 megapixel Hybrid CMOS AF sensor
Creative Full-HD movies and Hybrid CMOS AF
Vari-angle Clear View LCD II Touch screen
Scene Intelligent Auto
ISO 100-12800 sensitivity, extends to ISO 25600
9 fps shooting 9-point AF system
Range of Creative filters
EOS System of lenses and accessories
Contents
Digital Camera EOS 700D
Lens EF-S 18-55mm f/3.5-5.6 IS STM
Lens EF-S 55-250mm f/4-5.6 IS STM
Eyecup EF
Camera Cover R-F-3
Wrist Strap EW-100DBV
Battery Charger LC-E8E
Battery Pack LP-E8
Battery Cover
AC Cable (with E-type plug)
Interface Cable IFC-130U
User Manual Kit
Lens Cap E-58II
Lens Dust Cap E
FR
EOS 700D
Capteur Hybrid CMOS AF 18 millions de pixels
Vidéos Full HD créatives et système Hybrid CMOS AF
Écran tactile Clear View LCD II orientable
Scène intelligente auto
Sensibilité de ISO à 12 800 ISO, extensible jusqu'à 25 600 ISO
Système AF à 9 collimateurs et prise de vue à 5 im./s
Large éventail de filtres créatifs
Système d'objectifs et accessoires EOS
Contenu
Appareil photo numérique EOS 700D
Objectif EF-S 18-55mm f/3.5-5.6 IS STM
Objectif EF-S 55-250mm f/4-5.6 IS STM
Œilleton EF
Bouchon de boîtier R-F-3
Courroie large EW-100DBV
Chargeur de batterie LC-E8E
Batterie LP-E8
Couvercle du compartiment batterie
Câble secteur (avec prise E)
Câble d'interface IFC-130U
Kit du manuel de l'utilisateur
Bouchon d'objectif E-58II
Bouchon anti-poussière E
IT
EOS 700D
Sensore Hybrid CMOS AF da 18,0 megapixel
Filmati creativi in Full-HD e Hybrid CMOS AF
Touch screen Clear View LCD II orientabile
Scena Smart Auto
Sensibilità ISO 100-12800, espandibile fino a ISO 25600
Sistema AF a 9 punti tutti a croce e velocità di scatto fino a 5 fps
Gamma di filtri creativi
Sistema EOS - Obiettivi e accessori
Contenuto
Fotocamera EOS 700D
Obiettivo EF-S 18-55mm f/3.5-5.6 IS STM
Obiettivo EF-S 55-250mm f/4-5.6 IS STM
Oculare EF
Tappo per fotocamera R-F-3
Tracolla EW-100DBV
Caricabatteria LC-E8E
Batteria LP-E8
Coperchio della batteria
Cavo CA (con presa tipo E)
Cavo di interfaccia IFC-130U
Kit manuale utente
Coprobiettivo E-58II
Tappo antipolvere E per obiettivo
DE
EOS 700D
18,0 Megapixel Hybrid CMOS AF Sensor
Kreative Full-HD-Videos und Hybrid CMOS AF
Dreh- und schwenkbarer Clear View LCD II Touchscreen
Automatische Motiverkennung
ISO 100-12800, erweiterbar bis zu ISO 25.600
Reihenaufnahmen mit bis zu 5 B/s und 9-Punkt-AF
Große Auswahl an Kreativfiltern
EOS System aus Objektiven und Zubehör
Inhalt
Digitalkamera EOS 700D
Objektiv EF-S 18-55mm f:3,5-5,6 IS STM
Objektiv EF-S 55-250mm f:4-5,6 IS STM
Augenmuschel EF
Kamera-Gehäusedeckel R-F-3
Breiter Trageriemen EW-100DBV
Akkuladegerät LC-E8E
Akku LP-E8
Akkuabdeckung
Netzkabel (Steckertyp E)
Schnittstellenkabel IFC-130U
Benutzerhandbücher
Objektivdeckel E-58II
Objektivstaubkappe E
ES
EOS 700D
Sensor Hybrid CMOS AF de 18,0 megapíxeles
Vídeos Full-HD creativos gracias al sensor Hybrid CMOS AF
Pantalla Táctil Clear View LCD II de ángulo variable
Modo de Escenas Automático Inteligente
Sensibilidad de ISO a 12.800 ISO, ampliable a 25.600 ISO
Sistema AF de 9 puntos y grabación a 5 fps
Gama de Filtros Creativos
Sistema EOS de objetivos y accesorios
Contenido
Cámara Digital EOS 700D
Objetivo EF-S 18-55mm f/3.5-5.6 IS STM
Objetivo EF-S 55-250mm f/4-5.6 IS STM
Ocular EF
Cubierta de cámara R-F-3
Correa ancha EW-100DBV
Cargador de batería LC-E8E
Batería LP-E8
Cubierta de la batería
Cable de CA (con enchufe tipo E)
Cable de interfaz IFC-130U
Kit de manual del usuario
Tapa de objetivo E-58II
Tapa posterior de objetivo E
RU
EOS 700D
18,0-мегапиксельный гибридный датчик CMOS AF
Творческие видео Full-HD качества с гибридным сенсором CMOS AF
Сенсорный экран с переменным углом наклона Clear View LCD II
Функция Интеллектуальный Выбор Сцен
Чувствительность ISO 100–12800, с возможностью увеличения ISO 25600
Съемка 5 кадров в секунду с 9-точечной системой автофокусировки
Серия Креативных фильтров
EOS Система объективов и аксессуаров
Комплект Поставки
Цифровая Фотокамера EOS 700D
Объектив EF-S 18-55mm f/3.5-5.6 IS STM
Объектив EF-S 55-250mm f/4-5.6 IS STM
Наглазник EF
Крышка корпуса R-F-3
Широкий ремень EW-100DBV
Зарядное устройство LC-E8E
Аккумулятор LP-E8
Крышка для аккумулятора
AC кабель (с плагином E-типа)
Интерфейсный кабель IFC-130U
инструкция по пользованию
Крышка для объектива E-58II
Крышка для объектива против пыли "E"

Reverse



A keyline circle can, instead, be used to highlight a product, if required.

The packaging structure continues onto the reverse, using a simple column structure to detail all relevant product information.

The back panel is used for holding product information, translations, icons and barcode data (some of which may appear on the side of pack subject to available space). This creates a grid of simple typography that clearly shows important information – visible to the consumer.

The solid colour circle focuses the viewer's eye onto what's inside the kit pack.

Further information on and examples of the architecture will be shown in subsequent sections of the packaging guidelines.

Canon Light Grey is used as a consistent background colour around all sides of the pack.

3. DSLR

Introduction

Our EOS Digital SLR camera range is sold with interchangeable lenses and accessories. To give added value to our retailers and therefore customers we sell these products in the form of ‘kits’ – with different levels of cameras and accessories bundled together in one box.

These guidelines show how to create DSLR packaging through set design principles.

The photography needs to be considered to be appropriate for the product category and target audience.

Target audience

EOS Digital SLR cameras are proven by professionals in the field and aimed at a knowledgeable audience. They range from keen amateurs who may be purchasing their first DLSR to technically proficient photographers who know exactly what they want from their photography kit.

DSLR packaging should always be focused on technical proficient and inspiring photography, giving emphasis on the quality and technical nature of the camera – appealing to this audience.

The colour palette is consistently used across all DSLR bundle kit packaging.

Overview and architecture

The architecture and brand identity elements should be used as outlined. Please refer to section 2 for a detailed packaging overview and breakdown of the architecture.

3.02
Our DSLR Packaging
Layout

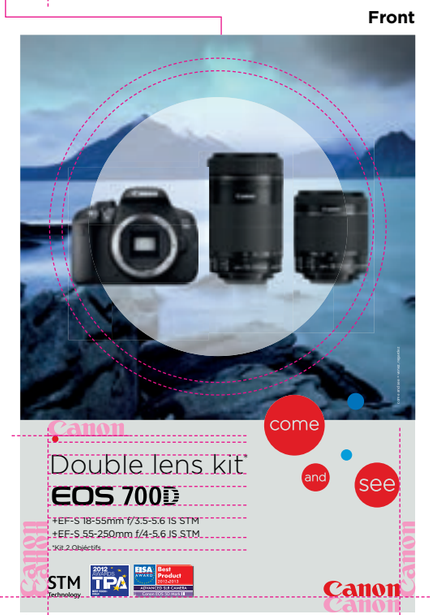
The overall DSLR packaging layout and key components are shown below:

Imagery panel: For DSLR packs the imagery panel takes up 2/3 of the pack front. Appropriate experience photography is used at full bleed, within this area.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. The light circle opacity strength should be judged independently for each image – 60% opacity is should be used if it's not too faint or heavy over the image.

Kit photography is positioned over the light circle. If product imagery goes outside of the light circle it should ideally protrude to 10% of the light circle diameter (L) and never extrude any further than 15% (of L).

Kit title: Reinforced on the pack top (at 80% of the front lock-up size)



Barcode area: The right side has brackets for sticker placement.

Information panel: A light grey background is used to clearly show product information and translations.

Camera feature: The left side is used to hero on the camera, with product information, features, icons and photography.

The imagery panel continues onto the side of pack.

Branding panel: For DSLR packs the branding panel takes up a 1/3 of the pack front. The front presents the Canon brand, Come and See device, kit title and photography.

Key icons and features, such as award icons are also shown.

Accessory feature: The right side is used to hero on the accessory, with product information, features, icons and photography.

The imagery panel continues onto the side of pack.

28% of actual size

Design principles

Imagery and branding panels, visual identity elements and simple typography are used to create a set structure to every pack.

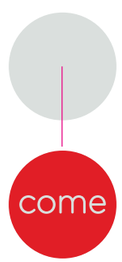
On all DSLR packs of a similar size a 45mm width Canon logo should be used. The Canon logo is then used to create spacing, exclusions and an overall grid around each side.

The kit title and typographic bullet should be created to the packaging architecture guide. This lock-up should be used at 80% size on the top of pack, printed either in white or black for optimum legibility over the image. Areas of the experience imagery can be darkened (retouched) to further help legibility of the title.

The supporting palette colours within the Come and See device should be chosen to be sympathetic to the experience imagery.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. Experience imagery should be cropped so that critical parts of the shot are not concealed by the light circle. This image should bleed over onto the left and right sides of the pack, as indicated.

Please refer to the packaging examples later in this section, for further guidance.



Solid mask

A solid light grey colour circular mask should be placed behind the 'come' circle to avoid any visibility of the experience image in the background.

DSLR packaging uses two types of photography: experience and product. This photography should be appropriate for the technical ability of and used to inspire the professional audience – using technically proficient imagery.

1 **Exploring:** Experience Photography

2 **Locating:** Product Photography

Note: Carefully select the crop of an image so that vital parts of the shot are not concealed by the Light Circle and product photography.

1. Experience photography

The lifestyle imagery adds emotion to our packaging and helps our customers imagine what they could experience with each bundle kit. The images serve to showcase the quality of the output from Canon cameras and accessories.

This photography should follow the directives from the core Visual Identity Guidelines – including the feel of images, general rules for shooting and any restrictions.

Our DSLR experience photography should be carefully considered to best show the products' end use. If bundling a lens try to use an image that shows the capacity of the lens (ie: macro, zoom) – for example a beautifully photographed leopard is ideal for showcasing a lens that's suitable for taking wildlife photography.

DSLR photography should look technically proficient with the highest level of quality and creativity. It should make the audience want to aspire to capture that image and experience it for themselves.

2. Product photography

Our bundle kit photography should be shot 'front on', with consistent lighting and supplied with a clipping path – so that the imagery can be used with the light circle and experience photography as the background.

Product photography should be clean, strong and retain a "real" quality (particularly after they have been retouched if this is required).

3.04
Our DSLR Packaging
Front and Top

General specifications for our DSLR packaging:

Front

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing.

The typographic bullet is red and the title, camera logo/code and translation are black.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure.

This title is set in Gotham Light, 44pt, sentence case.

This +kit contents is set in Gotham Book, 15.5pt, sentence case.

This *kit translation is set in Gotham Book, 11pt, sentence case.

Icons: Camera specific (as required).

45% of actual size

Spacing: The Canon logo should be used to create a grid structure.

Product photography: Imagery should be positioned over the light circle, visually centred.

A similar scale of camera and accessories should be used on all packs of the same or a similar size.

The light circle should be used as specified – on this example it is 150 x 150mm with a 60% opacity.

Product imagery should be photographed and used as specified within this DSLR section.

'Come and See' Translation: The French translation in Gotham Book, 6pt, sentence case. This is positioned within the image panel as indicated.

Branding: The Canon logo and Come and See device should be used as specified within the Packaging Architecture section of this guideline.

Experience photography: Imagery should be used at full bleed within the 2/3 panel and cropped to avoid awkward interaction with the light circle.

For guidance on imagery please refer to the photography guidelines within this DSLR section.

Top

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing. This lock-up should be 80% of the front title size.

The typographic bullet, title and camera logo/code should be coloured red/black or white depending on the tone of the experience imagery – aim for maximum legibility. The area of the image behind the title may also need to be retouched to be lighter or darker to further help legibility.

This title is set in Gotham Light, 35pt, sentence case.

Experience photography: Imagery should be used at full bleed within the top panel – either in full or as a crop (same image as used on the front of pack).

Logo size

Wherever possible across DSLR packs of a similar size a 45mm logo width should be used (this is based on a non standard size between A4 and A3 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack front shown is 229 x 335mm and the pack top shown is 229 x 170mm (shown at 45% of actual size).

3.05
Our DSLR Packaging
Sides

Camera focus: One side of the pack should be used to hero on the camera, with product information and photography.

Camera logo/code is 60% size of that used on the pack front.

These translations are set in Gotham Bold and Book, 7pt, sentence case.

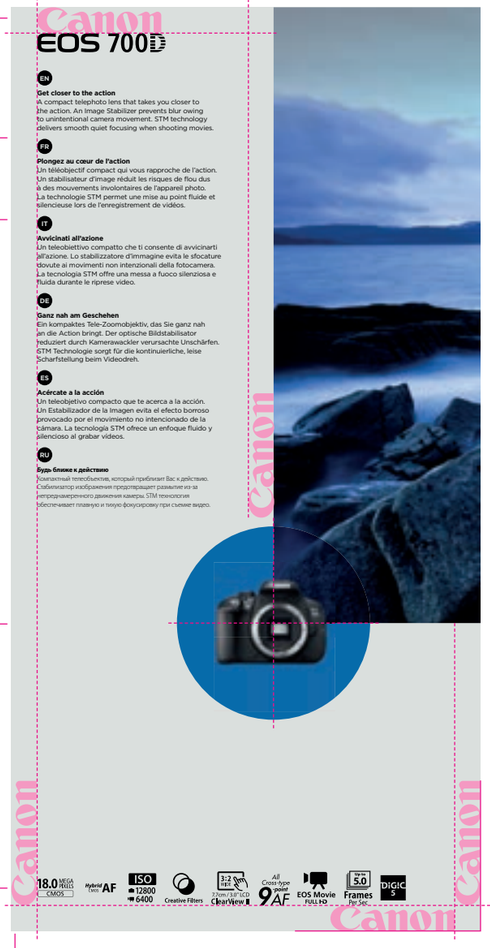
Solid circle: DSLR packs use a solid colour circle to showcase product imagery.

The colour of this circle is taken from a supporting palette colour that is used within the Come and See device on the pack front and should be sympathetic to the imagery.

This circle is 70mm in diameter (use this size on any packs of a similar size) and aligned centrally to the corner of the image panel.

Icons: Camera specific (as required).

Left Side


Canon
EOS 700D
EN
Get closer to the action
A compact telephoto lens that takes you closer to the action. An Image Stabilizer prevents blur owing to unintentional camera movement. STM technology delivers smooth quiet focusing when shooting movies.
FR
Plongez au cœur de l'action
Un téléobjectif compact qui vous rapproche de l'action. Un stabilisateur d'image réduit les risques de flou dus à des mouvements involontaires de l'appareil photo. La technologie STM permet une mise au point fluide et silencieuse lors de l'enregistrement de vidéos.
IT
Avvicinati all'azione
Un teleobiettivo compatto che ti consente di avvicinarti all'azione. Lo stabilizzatore d'immagine evita le sfocature dovute ai movimenti non intenzionali della fotocamera. La tecnologia STM offre una messa a fuoco silenziosa e fluida durante le riprese video.
DE
Ganz nah am Geschehen
Ein kompaktes Tele-Zoomobjektiv, das Sie ganz nah an die Action bringt. Der optische Bildstabilisator reduziert durch Kamerawackler verursachte Unschärfen. STM Technologie sorgt für die kontinuierliche, leise Scharfstellung beim Videodreh.
ES
Acércate a la acción
Un teleobjetivo compacto que te acerca a la acción. Un Estabilizador de la imagen evita el efecto borroso provocado por el movimiento no intencionado de la cámara. La tecnología STM ofrece un enfoque fluido y silencioso al grabar vídeos.
RU
Будь ближе к действию
Компактный телеобъектив, который приближает Вас к действию. Стабилизатор изображения предотвращает размытие из-за непреднамеренного движения камеры. STM технология обеспечивает плавную и тихую фокусировку при съемке видео.
18.0 MEGA PIXELS CMOS
Hybrid CMOS AF
ISO 12800 6400
Creative Filters
3:2 1.04M-DOT 7.7cm/3.0" LCD ClearView II
All Cross-type 9 AF
EOS Movie FULL HD
Max 5.0 Frames Per Sec.
DIGIC 5

Spacing: The Canon logo should be used to create a grid structure.

Right Side

Canon
+EF-S 18-55mm f/3.5-5.6 IS STM
+EF-S 55-250mm f/4-5.6 IS STM
EN
Let your creativity grow
Step into DSLR photography and let your creativity grow. Produce superb photos and video with an 18.0 megapixel sensor and enjoy shooting with an easy to use Vari-angle Clear View LCD II Touch screen.
FR
Laissez parler votre créativité
Faites vos premiers pas dans le monde de la photographie avec un reflex numérique et laissez parler votre créativité. Réalisez des photos et vidéos d'une qualité exceptionnelle grâce au capteur de 18 millions de pixels et profitez de la facilité d'utilisation de l'écran tactile Clear View LCD II orientable pour effectuer vos prises de vues.
IT
Libera la tua creatività
Entra nel mondo della fotografia reflex e dai libero sfogo alla tua creatività. Ottieni foto e video straordinari grazie al sensore da 18,0 megapixel e divertiti con il touch screen Clear View LCD II orientable.
DE
Lassen Sie Ihrer Kreativität freien Lauf
Willkommen in der Welt der DSLR-Fotografie und Ihrer kreativen Möglichkeiten. 18-Megapixel-Sensor für erstklassige Fotos und Videos und intuitiv bedienbares, dreh- und schwenkbares Clear View LCD II Touchscreen.
ES
Deja volar tu creatividad
Iníciate en la fotografía réflex digital y deja volar tu creatividad. Consigue fotos y vídeos fantásticos con el sensor de 18,0 megapíxeles y disfruta grabando vídeos gracias a la intuitiva pantalla Táctil Clear View LCD II de ángulo variable.
RU
Раскрывайте творчески
Добро пожаловать в мир творческой зеркальной фотографии. Снимайте превосходные фотографии и видео благодаря 18,0 мегапиксельному сенсору и получайте удовольствие от съемки с простым в использовании сенсорным экраном с переменным углом наклона Clear View LCD II.
EOS System Accessories
STM Technology

EN **Language circle:** Highlights the translations.

Accessory focus: One side of the pack should be used to hero on the accessory (lenses), with product information and photography.

+kit contents is 60% size of that used on the pack front.

These translations are set in Gotham Bold and Book, 7pt, sentence case.

Experience photography: Imagery should bleed around at the same height as the pack front panel – the width is flexible.

Logo size

Wherever possible across DSLR packs of a similar size a 45mm logo width should be used (this is based on a non standard size between A4 and A3 surface areas).

45mm

Canon

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack sides shown are 170 x 335mm (shown at 45% of actual size).

Supporting Palette

Canon Blue
and Canon Deep Blue

Choose colours from the supporting palette that are sympathetic to the experience photography, and follow the colour palette guidelines (this is shown as an example only).

Canon Light Grey
Pantone® 427
C:7 M:3 Y:5 K:8

Canon Red
Pantone® 186
C:0 M:100 Y:100 K:5

45% of actual size

3.06
Our DSLR Packaging
Reverse and Base

Reverse

Solid circle: This circle is 100mm in diameter (use this size on any packs of a similar size) and aligned centrally to the horizontal axis.

Camera logo/code is 70% size of that used on the pack front.

Language circle: Highlights the translations.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Please note any Russian translations are set in Myriad to support the characters.

Canon
EOS 700D
+EF-S 18-55mm f/3.5-5.6 IS STM
+EF-S 55-250mm f/4-5.6 IS STM
EN
EOS 700D
18.0 megapixel Hybrid CMOS AF sensor
Creative Full-HD movies and Hybrid CMOS AF
Vari-angle Clear View LCD II Touch screen
Scene Intelligent Auto
ISO 100-12800 sensitivity, extends to ISO 25600
3 fps shooting 9-point AF system
Range of Creative filters
EOS System of lenses and accessories
Contents
Digital Camera EOS 700D
Lens EF-S 18-55mm f/3.5-5.6 IS STM
Lens EF-S 55-250mm f/4-5.6 IS STM
Eyecup Ef
Camera Cover R-F-3
Wide Strap EW-100DBIV
Battery Charger LC-E8E
Battery Pack LP-E8
Battery Cover
AC Cable (with E-type plug)
Interface Cable IFC-150U
User Manual Kit
Lens Cap E-58II
Lens Dust Cap E
FR
EOS 700D
Capteur Hybrid CMOS AF 18 millions de pixels
Vidéos Full HD créatives et système Hybrid CMOS AF
Ecran tactile Clear View LCD II orientable
Scène intelligente auto
Sensibilité de 100 à 12 800 ISO, extensible jusqu'à 25 600 ISO
Système AF à 9 collimateurs et prise de vue à 5 im./s
Large éventail de filtres créatifs
Système d'objectifs et accessoires EOS
Contenu
Appareil photo numérique EOS 700D
Objectif EF-S 18-55mm f/3.5-5.6 IS STM
Objectif EF-S 55-250mm f/4-5.6 IS STM
Œilleton Ef
Bouchon de boîtier R-F-3
Courroie large EW-100DBIV
Chargeur de batterie LC-E8E
Batterie LP-E8
Couvercle du compartiment batterie
Câble secteur (avec prise E)
Câble d'interface IFC-150U
Kit du manuel de l'utilisateur
Bouchon d'objectif E-58II
Bouchon anti-poussière E
IT
EOS 700D
Sensore Hybrid CMOS AF da 18,0 megapixel
Filmati creativi in Full-HD e Hybrid CMOS AF
Touch screen Clear View LCD II orientabile
Scena Smart Auto
Sensibilità ISO 100-12800, espandibile fino a ISO 25600
Sistema AF a 9 punti tutti a croce e velocità di scatto fino a 5 fps
Gamma di filtri creativi
Sistema EOS - Obiettivi e accessori
Contenuto
Fotocamera EOS 700D
Obiettivo EF-S 18-55mm f/3.5-5.6 IS STM
Obiettivo EF-S 55-250mm f/4-5.6 IS STM
Oculare Ef
Tappo per fotocamera R-F-3
Tracolla EW-100DBIV
Caricabatteria LC-E8E
Batteria LP-E8
Copertino della batteria
Cavo CA (con presa tipo E)
Cavo di interfaccia IFC-150U
Kit manuale utente
Copriobiettivo E-58II
Tappo antipolvere E per obiettivo
DE
EOS 700D
18,0 Megapixel Hybrid CMOS AF Sensor
Kreative Full-HD-Videos und Hybrid CMOS AF
Dreh- und schwenkbarer Clear View LCD II Touchscreen
Automatische Motiverkennung
ISO 100-12.800, erweiterbar bis zu ISO 25.600
Teilhanauftnahmen mit bis zu 5 B/s und 9-Punkt-AF
Große Auswahl an Kreativfiltern
EOS System aus Objektiven und Zubehör
Inhalt
Digitalkamera EOS 700D
Objektiv EF-S 18-55mm f:3.5-5.6 IS STM
Objektiv EF-S 55-250mm f:4-5.6 IS STM
Augenmuschel Ef
Kamera-Gehäusedeckel R-F-3
Breiter Trageriemen EW-100DBIV
Akkuladegerät LC-E8E
Akku LP-E8
Akkuabdeckung
Netzkabel (Steckertyp E)
Schnittstellenkabel IFC-150U
Benutzerhandbücher
Objektivdeckel E-58II
Objektivröckdeckel E
ES
EOS 700D
Sensor Hybrid CMOS AF de 18,0 megapíxeles
Vídeos Full-HD creativos gracias al sensor Hybrid CMOS AF
Pantalla Táctil Clear View LCD II de ángulo variable
Modo de Escenas Automático Inteligente
Sensibilidad de 100 a 12.800 ISO, ampliable a 25.600 ISO
Sistema AF de 9 puntos y grabación a 5 fps
Gama de Filtros Creativos
Sistema EOS de objetivos y accesorios
Contenido
Cámara Digital EOS 700D
Objetivo EF-S 18-55mm f:3.5-5.6 IS STM
Objetivo EF-S 55-250mm f/4-5.6 IS STM
Ocular Ef
Cubierta de cámara: R-F-3
Correa ancha EW-100DBIV
Cargador de batería LC-E8E
Batería LP-E8
Cubierta de la batería
Cable de CA (con enchufe tipo E)
Cable de interfaz IFC-150U
Kit de manual del usuario
Tapa de objetivo E-58II
Tapa posterior de objetivo E
RU
EOS 700D
18Мегапиксельный гибридный датчик CMOS AF
Творческое видео Full-HD качества с гибридным сенсором CMOS AF
Сенсорный экран с поворотным углом наклона Clear View LCD II
Функция Интеллектуальный Выбор Сцен
Чувствительность ISO 100-12800, с возможностью увеличения ISO 25600
Съемка 3 кадров в секунду с 9-точечной системой автофокусировки
Серия Креативные фильтры
EOS: Система объективов и аксессуаров
Комплект Поставки
Цифровая фотокамера EOS 700D
Объектив EF-S 18-55mm f/3.5-5.6 IS STM
Объектив EF-S 55-250mm f/4-5.6 IS STM
Наглазник Ef
Крышка корпуса R-F-3
Широкий ремень EW-100DBIV
Зарядное устройство LC-E8E
Аккумулятор LP-E8
Крышка для аккумулятора
AC кабель (с плоской вилкой тип E)
Интерфейсный кабель IFC-150U
инструкции для пользователя
Крышка для объектива E-58II
Крышка для объектива против пыли"E"

Barcode area: The reverse has brackets for sticker placement.

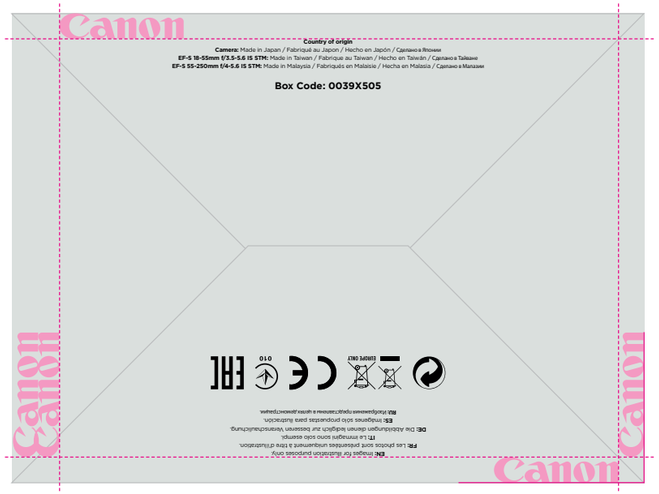
Spacing: The Canon logo should be used to create a grid structure.

45% of actual size

Information panel: A light grey background is used to clearly show product information and translations.

It holds the product name, +kit contents, information, translations and icons.

Base


Canon
Country of origin
Camera: Made in Japan / Fabriqué au Japon / Hecho en Japón / Сделано в Японии
EF-S 18-55mm f/3.5-5.6 IS STM: Made in Taiwan / Fabriqué au Taiwan / Hecho en Taiwán / Сделано в Тайване
EF-S 55-250mm f/4-5.6 IS STM: Made in Malaysia / Fabriqués en Malaisie / Hecha en Malasia / Сделано в Малайзии
Box Code: 0039X505
Canon

Bottom panel: Additional product information is positioned as indicated on the base of the pack – centrally aligned for crash-lock bases.

Logo size

Wherever possible across DSLR packs of a similar size a 45mm logo width should be used (this is based on a non standard size between A4 and A3 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack reverse shown is 229 x 335mm and the pack base shown is 229 x 170mm (shown at 45% of actual size).

Linking to the Generation “Out of the box experience”, we have created the **Canon World** which appears inside of our packaging – inviting the audience to “Come and see what Canon has to offer”, with engaging information and links for each of our category areas.

Come and see what Canon has to offer.
Just visit us on canon-europe.com/welcome to register.
Venez découvrir le monde de Canon.
Accédez à la page canon-europe.com/welcome pour vous enregistrer.
Vieni a scoprire cosa Canon ha da offrire.
Visita la nostra pagina canon-europe.com/welcome per la registrazione.
Come and see: Das hat Canon zu bieten.
Einfach auf canon-europe.com/welcome gehen und registrieren.
Come and See: lo que ofrece Canon.
Solo tienes que visitarnos en canon-europe.com/welcome para registrarte.
Спешите узнать о новых предложениях Canon.
Для регистрации перейдите по ссылке canon-europe.com/welcome
canon-europe.com/welcome

These English text and translations are set in Gotham Bold and Book, 7.5pt, sentence case.

QR code: A solid circle highlights the QR code.

The design is visually centred within the panel.

80% of actual size

Canon World feature

On the inside box flaps of our DSLR packaging we invite our customers to “Come and see what Canon has to offer.”

The copywriting – “Come and see what Canon has to offer. Just visit us on canon-europe.com/welcome to register” – adds more value to our packaging and makes it easier for customers to see and benefit from our Canon services.

It’s also a great way of keeping a longer term relationship with our customers.

Careful consideration needs to be given to the most appropriate information to include on this panel. Priority should be given to encouraging sign-up to our database but other elements could be Irista, product specific apps and supporting products. Care should be taken to avoid this being used purely as a cross-selling exercise as that is not the purpose.

3.08
Our DSLR Packaging
Award Icons

Pack specific additions

Some of our DSLR packaging will need additional icons adding – for example for product awards. These should be added within the brand panel, in their relevant colours.

Award icons: Positioned in the bottom right hand corner of the brand panel as indicated.

Spacing: The Canon logo should be used to create a grid structure.

Examples of different types of kit photography:

Front

Front

45% of actual size

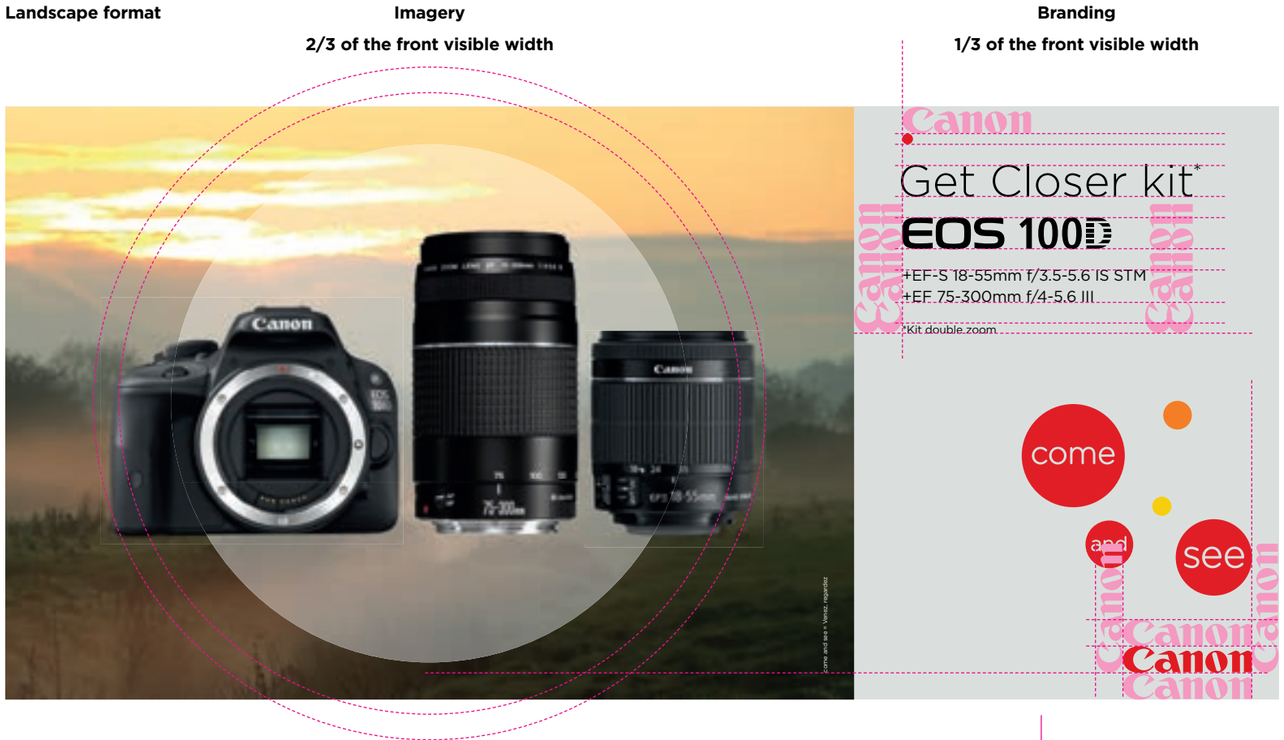
Product photography

Each DSLR pack will contain different kit contents and therefore require specific photography. These shots should be created with a composition that best suits the kit.

The photographic composition should be visually centred within the light circle.

Examples are shown here.

3.09
Our DSLR Packaging
Examples



Flexibility: The elements can alter position to allow for different formats and area sizes.

Packaging Formats

The clear and simple Packaging Architecture can be effectively applied across different formats. The 1/3 and 2/3 segmentation between branding and imagery creates a unified structure.

The elements within the branding panel are flexible enough to be moved either horizontally or vertically (depending on format).

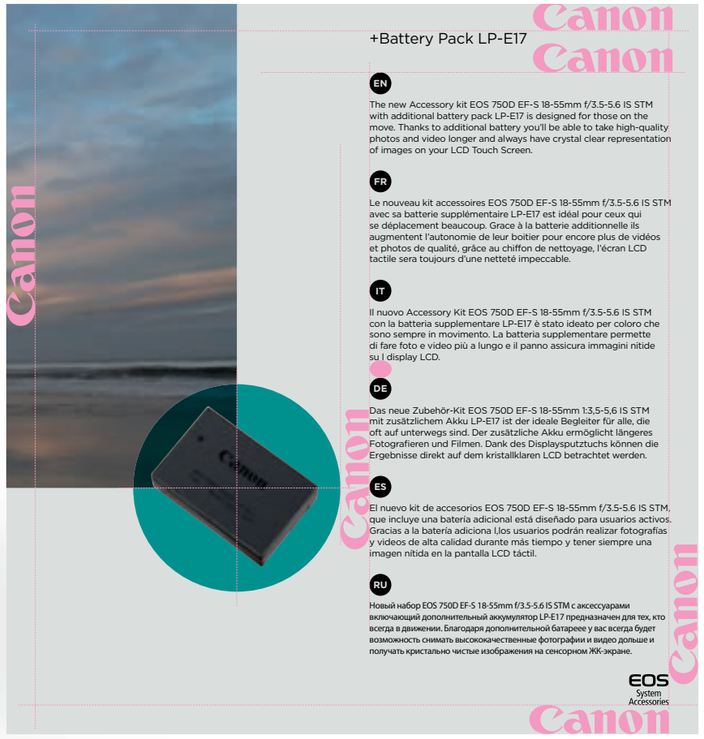
3.09
Our DSLR Packaging
Examples

Packaging Formats

The packaging design can be developed to showcase different camera features.

The circle device can be used to hold additional photography as shown here.

Different features


Canon
+Battery Pack LP-E17
Canon
Canon
EN
The new Accessory kit EOS 750D EF-S 18-55mm f/3.5-5.6 IS STM with additional battery pack LP-E17 is designed for those on the move. Thanks to additional battery you'll be able to take high-quality photos and video longer and always have crystal clear representation of images on your LCD Touch Screen.
FR
Le nouveau kit accessoires EOS 750D EF-S 18-55mm f/3.5-5.6 IS STM avec sa batterie supplémentaire LP-E17 est idéal pour ceux qui se déplacement beaucoup. Grace à la batterie additionnelle ils augmentent l'autonomie de leur boitier pour encore plus de vidéos et photos de qualité, grâce au chiffon de nettoyage, l'écran LCD tactile sera toujours d'une netteté impeccable.
IT
Il nuovo Accessory Kit EOS 750D EF-S 18-55mm f/3.5-5.6 IS STM con la batteria supplementare LP-E17 è stato ideato per coloro che sono sempre in movimento. La batteria supplementare permette di fare foto e video più a lungo e il panno assicura immagini nitide su l display LCD.
DE
Das neue Zubehör-Kit EOS 750D EF-S 18-55mm 1:3,5-5,6 IS STM mit zusätzlichem Akku LP-E17 ist der ideale Begleiter für alle, die oft auf unterwegs sind. Der zusätzliche Akku ermöglicht längeres Fotografieren und Filmen. Dank des Displaysputztuchs können die Ergebnisse direkt auf dem kristallklaren LCD betrachtet werden.
ES
El nuevo kit de accesorios EOS 750D EF-S 18-55mm f/3.5-5.6 IS STM, que incluye una batería adicional está diseñado para usuarios activos. Gracias a la batería adiciona l,los usuarios podrán realizar fotografías y videos de alta calidad durante más tiempo y tener siempre una imagen nitida en la pantalla LCD táctil.
RU
Новый набор EOS 750D EF-S 18-55mm f/3.5-5.6 IS STM с аксессуарами включающий дополнительный аккумулятор LP-E17 предназначен для тех, кто всегда в движении. Благодаря дополнительной батареее у вас всегда будет возможность снимать высококачественные фотографии и видео дольше и получать кристально чистые изображения на сенсорном ЖК-экране.
EOS
System
Accessories
Canon
Canon
Canon

4. DSC

Introduction

Our DSC camera range for IXUS and PowerShot are also sold with accessories. To give added value to our retailers and therefore customers we sell these products in the form of ‘kits’ – with the different cameras and accessories bundled together in one box.

These guidelines show how to create DSC packaging for different camera types through set design principles.

The photography needs to be considered to be appropriate for the product category and target audience.

Target audience

DSC cameras are aimed at the everyday consumer with varying levels of photography knowledge – different things appeal to this audience like style, features and easy of use, but the most important benefit to communicate is: “With this camera kit you can take a great photo”.

DSC packaging should always be focused on the lifestyle photography that can be achieved with the camera – what the consumer can do with the product kit rather than on the product itself. This appeals to an audience who are likely to be inspired by great Canon photography.

This hero lifestyle photography is supported by simple, sharp and in-focus product shots to instantly show the consumer what they’re getting in the box – therefore helping them shop.

The colour palette is consistently used across all DSC bundle kit packaging.

Overview and architecture

The architecture and brand identity elements should be used as outlined. Please refer to section 2 for a detailed packaging overview and breakdown of the architecture.

The overall DSC packaging layout and key components are shown below:

Kit title: Reinforced on the pack top (at 80% of the front lock-up size)

Branding panel: For DSC packs, which are smaller in size, the branding panel takes up the entire pack front. The front presents the Canon brand, Come and See device, kit title and photography.

Key camera icons and features, such as Irista, are also shown.

Top

Imagery panel: For DSC packs, which are smaller in size, the imagery panel takes up the entire pack top. Appropriate experience photography is used at full bleed.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. The light circle opacity strength should be judged independently for each image – 60% opacity is should be used if it's not too faint or heavy over the image.

Kit photography is positioned over the light circle. If product imagery goes outside of the light circle it should ideally protrude to 10% of the light circle diameter (L) and never extrude any further than 15% (of L).

Left side

Front

Right side

Kit panel: The left side repeats the kit title and photography.

Barcode area: The right side has brackets for sticker placement.

Reverse

The image continues (bleeds) around onto the right side: Please be careful to select an appropriate crop that takes into account for the image being seen from a rotated view – for example something specific like a building may look strange on its side.

Information panel: A light grey background is used to clearly show product information and translations.

45% of actual size

Design principles

Imagery and branding panels, visual identity elements and simple typography are used to create a set structure to every pack.

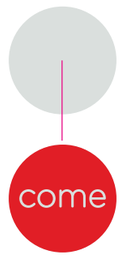
On all DSC packs of a similar size a 25mm width Canon logo should be used. The Canon logo is then used to create spacing, exclusions and an overall grid around each side.

The same kit title and typographic bullet size should be used on the front and right side. This lock-up should be used at 80% size on the top of pack, printed either in white or black for optimum legibility over the image. Areas of the experience imagery can be darkened (retouched) to further help legibility of the title.

The supporting palette colours within the Come and See device should be chosen to reflect colours within the experience imagery.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. Experience imagery should be cropped so that critical parts of the shot are not concealed by the light circle. This image should bleed over onto the right side of the pack, as indicated.

Please refer to the packaging examples later in this section, for further guidance.



Solid mask

A solid light grey colour circular mask should be placed behind the 'come' circle to avoid any visibility of the experience image in the background.

DSC packaging uses two types of photography: experience and product. This photography should appeal to an ‘everyday’ audience who want to take a fun, exciting and dynamic shot – it shouldn’t be too technical or unattainable.

1. **Exploring:** Experience Photography
2. **Locating:** Product Photography

Note: Carefully select the crop of an image so that vital parts of the shot are not concealed by the Light Circle and product photography.

1. Experience photography

The lifestyle imagery adds emotion to our packaging and helps our customers imagine what they could experience with each bundle kit. The images serve to showcase the quality of the output from Canon cameras and accessories.

This photography should follow the directives from the core Visual Identity Guidelines – including the feel of images, general rules for shooting and any restrictions.

Our DSC experience photography should help to bring the product to life and let the customer envisage what the kit can be used for. Imagery should be dynamic, real and inviting – so that our audience can imagine having the same experience and being able to capture it.

DSC imagery should also, where possible, be relevant to the type of product. For example if a flash is included in the kit, then a shot that has been captured with a flash should be used.

2. Product photography

Our bundle kit photography should be shot ‘front on’, with consistent lighting and supplied with a clipping path – so that the imagery can be used with the light circle and experience photography as the background.

Product photography should be clean, strong and retain a “real” quality (particularly after they have been retouched if this is required).

General specifications for our DSC packaging:

Top

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing. This lock-up should be 80% of the front title size.

The preferred colour of the typographic bullet is Canon Red. It may be applied in black or white to increase legibility at small sizes or on dark backgrounds, where Canon Red is not legible. The area of the image behind the title may also need to be retouched to be lighter or darker to further help legibility.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure.

This title is set in Gotham Light, 22pt, sentence case.

Spacing: The Canon logo should be used to create a grid structure.

Solid circle: DSC packs should use a solid colour circle (which bleeds over onto the pack's right side).

The colour of this circle is taken from a supporting palette colour that is used within the Come and See device on the pack front.

This circle is 25mm in diameter (use this size on any packs of a similar size) and aligned centrally to the vertical axis.

'Come and See' Translation: French translation in Gotham Book, 6pt, sentence case.

Product photography: Imagery should be positioned over the light circle, visually centred.

A similar scale of camera and accessories should be used on all packs of the same or a similar size.

The light circle should be used as specified – on this example it is 120 x 120mm with a 60% opacity.

Product imagery should be photographed and used as specified within this DSC section.

Experience photography: Imagery should be used at full bleed and cropped to avoid awkward interaction with the light circle.

For guidance on imagery please refer to the photography guidelines within this DSC section.

85% of actual size

Logo size

Wherever possible across DSC packs of a similar size a 25mm logo width should be used (this is based on a standard A5/DL size from the core Visual Identity Guidelines).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack top shown is 231 x 143mm (shown at 85% of actual size).

4.05
Our DSC Packaging
Front and Sides

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing.

The preferred colour of the typographic bullet is Canon Red. It may be applied in black or white to increase legibility at small sizes or on dark backgrounds, where Canon Red is not legible.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure. For the lower end DSC packs the kit contents is not required and is replaced by the kit translation.

This title is set in Gotham Light, 27.5pt, sentence case.

This *kit translation is set in Gotham Book, 9.5pt, sentence case.

Product photography: Shows the kit as a line-up.

Front

Branding: The Canon logo and Come and See device should be used as specified within the Packaging Architecture section of this guideline.

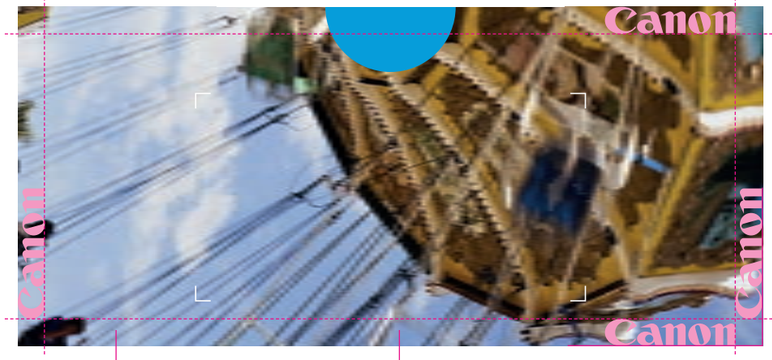
Icons: Camera specific.

Keyline circle: 2pt line weight, 95mm diameter, cropped as indicated.

Sides: left

Spacing: The Canon logo should be used to create a grid structure.

Sides: right



Experience photography: Bleeds around onto the right side.

Barcode area: The right side has brackets for sticker placement.

The image continues (bleeds) around onto the right side: Please be careful to select an appropriate crop that takes into account for the image being seen from a rotated view – for example something specific like a building may look strange on its side.

85% of actual size

Logo size

Wherever possible across DSC packs of a similar size a 25mm logo width should be used (this is based on a standard A5/DL size from the core Visual Identity Guidelines).

25mm

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack front shown is 231 x 65mm and the pack sides are 143 x 65mm (shown at 85% of actual size).

Choose colours from the supporting palette that are sympathetic to the experience photography, and follow the colour palette guidelines (this is shown as an example only).

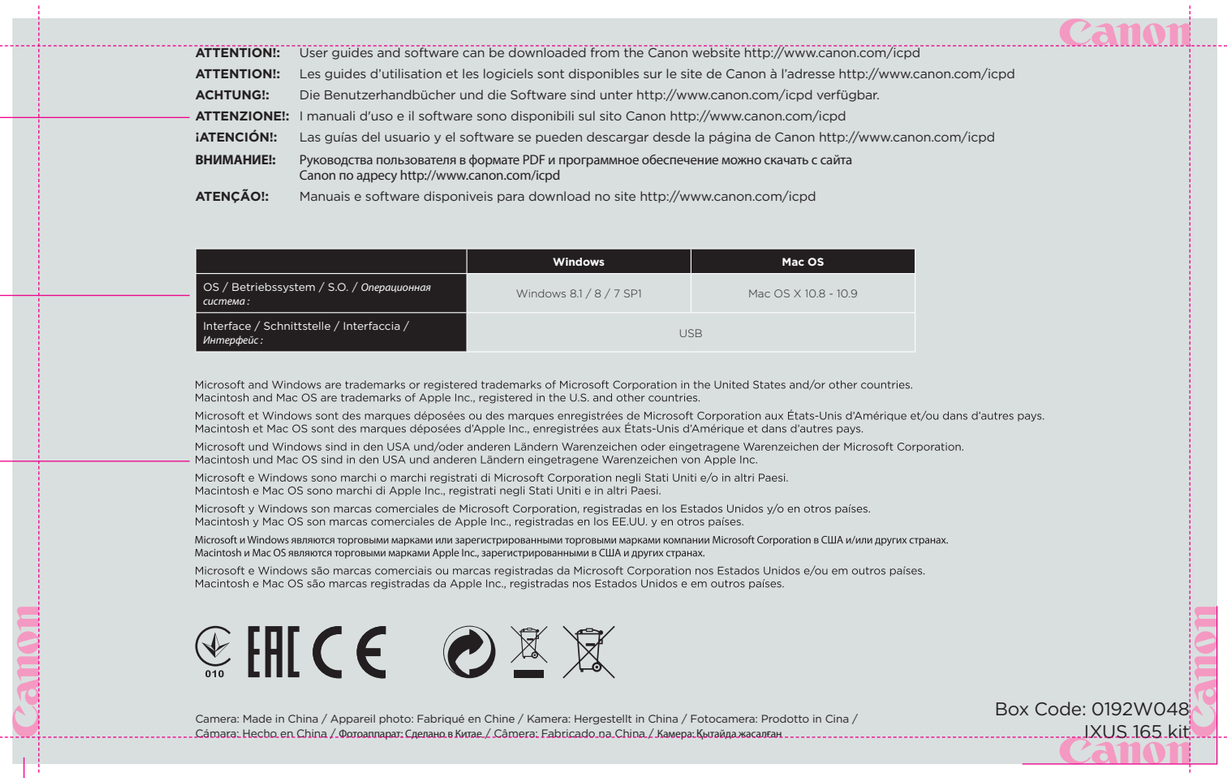
Supporting Palette
Canon Blue
and Canon Yellow

Canon Light Grey
Pantone® 427
C:7 M:3 Y:5 K:8

Canon Red
Pantone® 186
C:0 M:100 Y:100 K:5

Reverse

Base


ATTENTION!: User guides and software can be downloaded from the Canon website http://www.canon.com/icpd
ATTENTION!: Les guides d'utilisation et les logiciels sont disponibles sur le site de Canon à l'adresse http://www.canon.com/icpd
ACHTUNG!: Die Benutzerhandbücher und die Software sind unter http://www.canon.com/icpd verfügbar.
ATTENZIONE!: I manuali d'uso e il software sono disponibili sul sito Canon http://www.canon.com/icpd
¡ATENCIÓN!: Las guías del usuario y el software se pueden descargar desde la página de Canon http://www.canon.com/icpd
ВНИМАНИЕ!: Руководства пользователя в формате PDF и программное обеспечение можно скачать с сайта Canon по адресу http://www.canon.com/icpd
ATENÇÃO!: Manuais e software disponiveis para download no site http://www.canon.com/icpd
Windows
Mac OS
OS / Betriebssystem / S.O. / Операционная система :
Windows 8.1 / 8 / 7 SP1
Mac OS X 10.8 - 10.9
Interface / Schnittstelle / Interfaccia / Интерфейс :
USB
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Macintosh and Mac OS are trademarks of Apple Inc., registered in the U.S. and other countries.
Microsoft et Windows sont des marques déposées ou des marques enregistrées de Microsoft Corporation aux États-Unis d'Amérique et/ou dans d'autres pays.
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Microsoft и Windows являются торговыми марками или зарегистрированными торговыми марками компании Microsoft Corporation в США и/или других странах.
Macintosh и Mac OS являются торговыми марками Apple Inc., зарегистрированными в США и других странах.
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010
Camera: Made in China / Appareil photo: Fabriqué en Chine / Kamera: Hergestellt in China / Fotocamera: Prodotto in Cina / Cámara: Hecho en China / Фотоаппарат: Сделано в Китае / Câmera: Fabricado na China / Камера: Қытайда жасалған
Box Code: 0192W048
IXUS 165 kit

Spacing: The Canon logo should be used to create a grid structure.

Spacing: The Canon logo should be used to create a grid structure.

The Camera icon/code is consistent in size with the pack top.

These translations are set in Gotham Bold and Book, 5pt, sentence case.

These translations are set in Gotham Bold and Book, 7pt, sentence case.

This design treatment should be used for tables, as required.

These translations are set in Gotham Book, 6pt, sentence case.

Please note any Russian translations are set in Myriad to support the characters.

85% of actual size

Language circle: Highlights the translations.

Information panel: A light grey background is used to clearly show product information and translations.

It holds the product name, information, translations and icons.

Bottom panel: Additional product information is positioned as indicated on the base of the pack.

4.06
Our DSC Packaging
Reverse and Base

Logo size

Wherever possible across DSC packs of a similar size a 25mm logo width should be used (this is based on a standard A5/DL size from the core Visual Identity Guidelines).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack reverse shown is 231 x 65mm and the pack base is 231 x 143mm (shown at 85% of actual size).

4.07
Our DSC Packaging
Colour Variant Window

Product photography:
For packs where a number of colour variants are available, product photography can be used to help customers identify the choice.

Sides: right

Spacing: The Canon logo should be used to create a grid structure.

The image continues (bleeds) around onto the right side: Please be careful to select an appropriate crop that takes into account for the image being seen from a rotated view – for example something specific like a building may look strange on its side.

Product window:
A circular die cut shape can be used to reveal the colour of the camera inside the box (where a sticker needs to be shown on the Canon Inc. box inside)

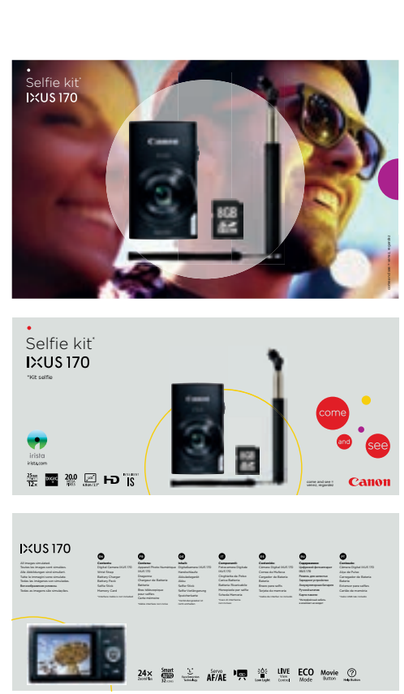
A square window can also be used if there are restrictions that do not allow for the circle shape.

Packaging specifics

A die cut window can be added to the right side of the pack, in order to show variants of the camera colour.

This window should be carefully sized and positioned so that the Canon Inc. box sticker is visible.

This would need checking and testing prior to production.



85% of actual size

Linking to the Generation “Out of the box experience”, we have created the **Canon World** which appears inside of our packaging – inviting the audience to “Come and see what Canon has to offer”, with engaging information and links for each of our category areas.

Branding:
The Come and See device invites customers into the Canon World.

Canon
come
and
see
Canon
Come and see what Canon has to offer.
Create a Canon iD account to register your product and get access to other Canon Services such as irista and The Gallery.
Don't forget to subscribe to our newsletter at the same time and we'll also keep you up to date with practical advice, hints, tips and tutorials to help you get the most from Canon.
All you need to do is visit us on canon-europe.com/welcome165s and follow the instructions on the screen.
irista
Canon
Canon
Venez découvrir le monde de Canon.
Créez votre compte Canon iD pour enregistrer votre produit et accéder aux services Canon tels qu'irista et la Galerie.
Abonnez-vous également à notre newsletter pour que nous puissions vous communiquer régulièrement des conseils pratiques, des astuces et des tutoriels qui vous aideront à tirer le meilleur parti de Canon.
Rendez-vous simplement à l'adresse canon-europe.com/welcome165s et suivez les instructions à l'écran.
Vieni a scoprire cosa ha da offrire Canon.
Crea un account Canon iD per registrare il tuo prodotto e accedere ad altri servizi Canon, come irista e La Galleria.
Non dimenticare di iscriverti alla nostra newsletter e ti terremo aggiornato con consigli pratici, suggerimenti e guide per aiutarti a ottenere il massimo da Canon.
Visita la nostra pagina canon-europe.com/welcome165s e segui le istruzioni sullo schermo.
Come and see: Das hat Canon zu bieten.
Erstellen Sie einen Canon iD Account, um Ihr Produkt zu registrieren und Sie erhalten Zugriff auf andere Canon Services wie irista und The Gallery. Tragen Sie sich zugleich in den E-Mail-Verteiler ein, damit wir Sie mit Praxistipps, Hinweisen, Ratschlägen und Tutorials auf dem Laufenden halten und Sie Ihre Produkte von Canon optimal nutzen können.
Sie müssen uns dazu nur im Internet unter canon-europe.com/welcome165s besuchen und den Anweisungen auf dem Bildschirm folgen.
Come and See: lo que ofrece Canon.
Crea una cuenta de Canon iD para registrar tu producto y obtener acceso a otros servicios de Canon como irista y la galería.
No olvides suscribir nuestro boletín al mismo tiempo y te mantendremos al día con consejos prácticos, sugerencias y tutoriales para ayudarte a sacar el máximo partido de Canon.
Solo tienes que visitarnos en canon-europe.com/welcome165s y seguir las instrucciones en pantalla.
Спешите узнать о новых предложениях Canon.
Создайте аккаунт Canon iD и зарегистрируйте свой продукт, чтобы получить доступ к дополнительным сервисам Canon, например, irista и галерее.
Не забудьте подписаться на нашу рассылку, и мы будем делиться с вами практическими советами, подсказками и руководствами, чтобы вы могли максимально эффективно пользоваться всеми возможностями Canon.
Все, что от вас требуется — перейти по ссылке canon-europe.com/welcome165s и следовать инструкциям на экране.
Venha ver o que a Canon tem para oferecer.
Crie uma conta ID Canon para registar o seu produto e obter acesso a outros Serviços Canon como o irista e a Galeria.
Nessa altura não se esqueça de subscrever a nossa newsletter para que o mantenhamos a par de conselhos, dicas, sugestões e tutoriais práticos a fim de o ajudar a tirar o máximo partido da Canon.
Tudo o que tem de fazer é visitar-nos em canon-europe.com/welcome165s e seguir as instruções no ecrã.
Canon

Experience imagery:
The image bleeds over onto the flap – from the side of pack.

These English text and translations are set in Gotham Bold and Book, 6.25pt, sentence case.

Irista feature

Spacing: The Canon logo should be used to create a grid structure.

QR code: A keyline circle highlights the QR code.

Canon World feature

On the inside box flaps of our DSC packaging we invite our customers to “Come and see what Canon has to offer.”

The copywriting – “Create a Canon iD account to register your product and get access to other Canon Services such as irista and The Gallery” – adds more value to our packaging and makes it easier for customers to see and benefit from our Canon services.

It’s also a great way of keeping a longer term relationship with our customers.

Careful consideration needs to be given to the most appropriate information to include on this panel. Priority should be given to encouraging sign-up to our database but other elements could be Irista, product specific apps and supporting products. Care should be taken to avoid this being used purely as a cross-selling exercise as that is not the purpose.

85% of actual size

4.09
Our DSC Packaging
Examples

Packaging example

This example demonstrates how the image panel and design principles work for a flash kit.

Please use this as a visual reference for creating different types of DSC bundle kit packaging.

Kit title: The kit title and product logo/code change for each bundle kit.

Experience photography: The experience imagery changes for each kit and should represent the type of accessory – in this instance it has required a flash to take the shot.

Product photography
Light circle

85% of actual size

5. DVC

Introduction

Our Digital Video Camcorder range is sold with various different accessories. To give added value to our retailers and therefore customers we sell these products in the form of ‘kits’ – with different levels of camcorders and accessories bundled together in one box.

These guidelines show how to create DVC packaging through set design principles.

The photography needs to be considered to be appropriate for the product category and target audience.

Target audience

DVC kits are designed to add value to standard CINC kits and provide differentiation in the market.

DVC bundle packs should be focused on experience photography with movement that captures the dynamic nature of video – showing what can technically be achieved with the product.

The colour palette is consistently used across all DVC bundle kit packaging.

Overview and architecture

The architecture and brand identity elements should be used as outlined. Please refer to section 2 for a detailed packaging overview and breakdown of the architecture.

5.02
Our DVC Packaging
Layout

The overall DVC packaging layout and key components are shown below:

Imagery panel: For DVC packs the imagery panel takes up 2/3 of the pack front. Appropriate experience photography is used at full bleed, within this area.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. The light circle opacity strength should be judged independently for each image – 60% opacity is should be used if it's not too faint or heavy over the image.

Kit photography is positioned over the light circle. If product imagery goes outside of the light circle it should ideally protrude to 10% of the light circle diameter (L) and never extrude any further than 15% (of L).

Kit title: Reinforced on the pack top (at 80% of the front lock-up size)

Top

Branding panel: For DVC packs the branding panel takes up a 1/3 of the pack front. The front presents the Canon brand, Come and See device, kit title and photography.

Left side

LEGRIA HF R606
EN Digital video camcorder range
Capture Full HD movies without ever worrying about camera shake with the Intelligent Optical Image Stabilizer. Get closer with 57x Advanced zoom and create movies that sound as good as they look with Audio Scene Select.
FR Gamme des caméscopes digitaux
Avec le stabilisateur d'image optique intelligent, réalisez des vidéos Full HD sans effets de vibration. Rapprochez-vous de vos sujets avec le zoom perfectionné 57x et réalisez des vidéos de qualité exceptionnelle sur le plan tant sonore que visuel avec la fonction «Audio Scene Select».
IT Gamma di videocamere digitali
Registra filmati Full HD senza doverti mai preoccupare di eventuali vibrazioni con l'Intelligent IS Ottico. Avvicinati ai soggetti con lo zoom avanzato 57x e crea filmati con una qualità audio pari a quella delle immagini grazie all'opzione Audio Scene Select.
DE Modellreihe digitaler Camcorder
Mit dem Optischen Intelligent IS gelingen Full-HD-Videos praktisch ohne Verwacklungsunschärfen. Mit dem 57fach Advanced Zoom kommen Sie ganz nah ans Motiv und mit Audio Scene Select werden die Tonaufnahmen genauso hervorragend wie Ihre Videoaufnahmen aussehen.
ES Gama de videocámaras digitales
Graba vídeos Full HD sin preocuparte por el movimiento de la cámara con el IS Inteligente Óptico. Acércate más con el zoom avanzado 57x y crea vídeos con un sonido de tanta calidad como la imagen gracias a la Selección de Audio para Escenas.
RU Предлагаемая линейка цифровых видеокамер
Благодаря оптической лупе с интеллектуальным стабилизатором изображения, вы сможете снимать видео HD качества не задумываясь о дрожании камеры. Будьте ближе благодаря 57-кратному улучшенному обычному и сенсорно-видеозуму, который научит вас не хуже нас и выглядит благодаря функции Audio Scene Select.

Front

Right side

INTELLIGENT
IS
EN Intelligent Optical Image Stabilizer
Intelligent Image Stabilizer is the perfect solution to combat camera shake by detecting the scene and automatically selecting from four stabilisation modes to counteract movement and prevent blur.
FR Stabilisateur d'image optique intelligent
Le stabilisateur d'image intelligent est la solution idéale pour compenser les effets de vibration, car il détecte la scène et sélectionne automatiquement l'un des quatre modes de stabilisation pour contrebalancer les mouvements et éviter les flous de bougé.
IT Intelligent IS ottico
Intelligent IS è la soluzione perfetta per contrastare le vibrazioni della fotocamera mediante il rilevamento della scena e la selezione automatica di una delle quattro modalità di stabilizzazione per correggere il movimento e prevenire la sfocatura.
DE Optischer Intelligent IS
Intelligent IS – so hatte die perfekte Lösung gegen Verwacklungsunschärfen. Das System erkennt die Aufnahmeszene und wählt dann dafür optimalen Bildstabilisator zur Kompensation unerwünschter Verwacklungen, damit Ihre Aufnahmen immer gestochen scharf sind.
ES IS Óptico Inteligente
El IS Inteligente es la solución perfecta para combatir los movimientos de la videocámara a través de la detección de la escena y la selección automática entre los cuatro modos de estabilización para contrarrestar el movimiento y evitar el efecto borroso.
RU Оптический зум с интеллектуальным стабилизатором изображения
Интеллектуальный стабилизатор изображения является идеальным решением для предотвращения нечеткости изображения путем распознавания сцены и автоматического выбора оптимального режима стабилизации из четырех доступных, компенсируя дрожание камеры.

Camcorder feature: The left side is used to hero on the camcorder, with product information, features and photography.

The imagery panel continues onto the side of pack.

Variant sticker: A sticker can be added in this position to identify the product colour – held inside of the box.

Barcode area: The right side has brackets for sticker placement.

LEGRIA HF R606
+Soft carry case +SDHC 4GB
EN Contents
HD Camcorder / Compact Power Adapter / AC Cable / Battery Pack / High Speed HDMI Cable / USB Cable / Soft Case / SDHC Card
FR Contenu
Caméscope HD / Adaptateur Secteur Compact / Cordon D'alimentation / Batterie D'alimentation / Câble HDMI Haute Vitesse / Câble USB / Etui De Transport Souple / Carte SDHC
IT Contenuto
Videocamera HD / Adattatore di alimentazione compatto / Cavo di alimentazione / Pacco Batteria / Cavo HDMI ad alta velocità / Cavo USB / Custodia morbida da transporto / Scheda SDHC
DE Inhalt
HD Camcorder / Kompakt-Netzgerät / Netzkabel / Akku / High-Speed-HDMI-Kabel / USB-Kabel / Tragetasche / SDHC Speicherkarte
ES Contenido
Videocámara HD / Adaptador compacto de potencia / Cable de alimentación / Batería / Cable HDMI de alta velocidad / Cable USB / Estuche blando para transporte / Tarjeta DSHC
RU В комплект входит
Цифровая видеокамера HD / Компактный блок питания / Кабель переменного тока / Аккумулятор / Высокоскоростной кабель HDMI / USB-кабель / Чехол для камеры / Картриджа SDHC
FULL HD
AVCHD Progressive
MP4 35Mbps
SDXC
HD Video Lens
INTELLIGENT IS
OPTICAL ZOOM
DIGIC DV 4
Smart AUTO
Auto Mode

Reverse

Additional (or accessory) feature: The right side is used to hero on a particular feature (or the accessory), with product information, features, photography.

The imagery panel continues onto the side of pack.

Information panel: A light grey background is used to clearly show product information and translations.

40% of actual size

Design principles

Imagery and branding panels, visual identity elements and simple typography are used to create a set structure to every pack.

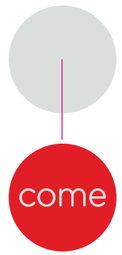
On all DVC packs of a similar size a 30mm width Canon logo should be used. The Canon logo is then used to create spacing, exclusions and an overall grid around each side.

The kit title and typographic bullet should be created to the packaging architecture guide. This lock-up should be used at 80% size on the top of pack, printed either in white or black for optimum legibility over the image. Areas of the experience imagery can be darkened (retouched) to further help legibility of the title.

The supporting palette colours within the Come and See device should be chosen to reflect colours within the experience imagery.

The light circle should be visually sized to approximately 60% of the imagery panel area and centred in the space. Experience imagery should be cropped so that critical parts of the shot are not concealed by the light circle. This image should bleed over onto the left and right sides of the pack, as indicated.

Please refer to the packaging examples later in this section, for further guidance.



Solid mask

A solid light grey colour circular mask should be placed behind the 'come' circle to avoid any visibility of the experience image in the background.

DVC packaging uses two types of photography: experience and product. This photography should be inspiring, capturing the dynamic movement of video in an image – technically proficient for a professional audience.

1 **Exploring:** Experience Photography

2 **Locating:** Product Photography

Digital Video Camcorders are photographed on a slight three-quarter angle to help product identification.

Note: Carefully select the crop of an image so that vital parts of the shot are not concealed by the Light Circle and product photography.

1. Experience photography

The lifestyle imagery adds emotion to our packaging and helps our customers imagine what they could experience with each bundle kit. The images serve to showcase the quality of the output from Canon cameras and accessories.

This photography should follow the directives from the core Visual Identity Guidelines – including the feel of images, general rules for shooting and any restrictions.

Our DVC experience photography should help our audience envisage the dynamic movement of video, that can be captured with the kit – making them want to experience it too.

The photography should be technically proficient, appealing to a professional audience.

2. Product photography

Our bundle kit photography should be shot ‘front on’, with consistent lighting and supplied with a clipping path – so that the imagery can be used with the light circle and experience photography as the background.

Please note that our Digital Video Camcorders should be shot on a slight three-quarter angle as shown, right. This helps to show the form of the camera and enables our audience to identify the product.

Product photography should be clean, strong and retain a “real” quality (particularly after they have been retouched if this is required).

5.04
Our DVC Packaging
Front and Top

General specifications for our DVC packaging:

Top

Spacing: The Canon logo should be used to create a grid structure.

Experience photography: Imagery should be used at full bleed within the top panel – either in full or as a crop (same image as used on the front of pack).

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing. This lock-up should be 80% of the front title size.

The preferred colour of the typographic bullet is Canon Red. It may be applied in black or white to increase legibility at small sizes or on dark backgrounds, where Canon Red is not legible. The area of the image behind the title may also need to be retouched to be lighter or darker to further help legibility.

This title is set in Gotham Light, 22pt, sentence case.

Front

Product photography: Imagery should be positioned over the light circle, visually centred.

A similar scale of camera and accessories should be used on all packs of the same or a similar size.

The light circle should be used as specified – on this example it is 100 x 100mm with a 60% opacity.

Product imagery should be photographed and used as specified within this DVC section.

Experience photography:
Imagery should be used at full bleed within the 2/3 panel and cropped to avoid awkward interaction with the light circle.

For guidance on imagery please refer to the photography guidelines within this DVC section.

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing.

The typographic bullet is red and the title, camera logo/code and translation are black.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure.

This title is set in Gotham Light, 27.5pt, sentence case.

This +kit contents is set in Gotham Book, 9.5pt, sentence case.

This *kit translation is set in Gotham Book, 7pt, sentence case.

Branding:
The Canon logo and Come and See device should be used as specified within the Packaging Architecture section of this guideline.

'Come and See' Translation: The French translation in Gotham Book, 5.5pt, sentence case. This is positioned within the image panel as indicated.

60% of actual size

Logo size

Wherever possible across DVC packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

30mm

Canon

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack front shown is 257 x 132mm and the pack top shown is 257 x 142mm (shown at 60% of actual size).

5.05
Our DVC Packaging
Sides

Left Side

Camera focus: One side of the pack should be used to hero on the camera, with product information and photography.

Camera logo/code is 70% size of that used on the pack front.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Light circle: DVC packs use a light colour circle to showcase product imagery.

This circle is 40mm in diameter (use this size on any packs of a similar size) and aligned centrally to the corner of the image panel.

LEGRIA HF R606
EN Digital video camcorder range
Capture Full HD movies without ever worrying about camera shake with the Intelligent Optical Image Stabilizer. Get closer with 57x Advanced zoom and create movies that sound as good as they look with Audio Scene Select.
FR Gamme des caméoscopes digitaux
Avec le stabilisateur d'image optique intelligent, réalisez des vidéos Full HD sans effets de vibration. Rapprochez-vous de vos sujets avec le zoom perfectionné 57x et réalisez des vidéos de qualité exceptionnelle sur le plan tant sonore que visuel avec la fonction «Audio Scene Select».
IT Gamma di videocamere digitali
Registra filmati Full HD senza doverti mai preoccupare di eventuali vibrazioni con l'Intelligent IS Ottico. Avvicinati ai soggetti con lo zoom avanzato 57x e crea filmati con una qualità audio pari a quella delle immagini grazie all'opzione Audio Scene Select.
DE Modellreihe digitaler Camcorder
Mit dem Optischen Intelligent IS gelingen Full-HD-Videos praktisch ohne Verwacklungsunschärfen. Mit dem 57fach Advanced Zoom kommen Sie ganz nah ans Motiv und mit Audio Scene Select werden die Tonaufnahmen genauso hervorragend wie Ihre Videoaufnahmen aussehen.
ES Gama de videocámaras digitales
Graba vídeos Full HD sin preocuparte por el movimiento de la cámara con el IS Inteligente Óptico. Acércate más con el zoom avanzado 57x y crea vídeos con un sonido de tanta calidad como la imagen gracias a la Selección de Audio para Escenas.
RU Продуктовая линейка цифровых видеокамер
Благодаря оптическому зуму с интеллектуальным стабилизатором изображения, вы сможете снимать видео HD качества не задумываясь о дрожании камеры. Будьте ближе благодаря 57-кратному улучшенному объективу и снимайте видео клипы, которые звучат так же хорошо как и выглядят, благодаря функции Выбор аудиосцен.

Spacing: The Canon logo should be used to create a grid structure.

The imagery panel continues onto the side of pack.

Right Side

IS
EN Intelligent Optical Image Stabilizer
Intelligent Image Stabilizer is the perfect solution to combat camera shake by detecting the scene and automatically selecting from four stabilisation modes to counteract movement and prevent blur.
FR Stabilisateur d'image optique intelligent
Le stabilisateur d'image intelligent est la solution idéale pour compenser les effets de vibration, car il détecte la scène et sélectionne automatiquement l'un des quatre modes de stabilisation pour contrebalancer les mouvements et éviter les flous de bougé.
IT Intelligent IS ottico
Intelligent IS è la soluzione perfetta per contrastare le vibrazioni della fotocamera mediante il rilevamento della scena e la selezione automatica di una delle quattro modalità di stabilizzazione per correggere il movimento e prevenire le sfocature.
DE Optischer Intelligent IS
Intelligent IS – so heißt die perfekte Lösung gegen Verwacklungsunschärfen. Das System erkennt die Aufnahmeszene und wählt den dafür optimalen Bildstabilisator zur Kompensation unerwünschter Verwacklungen, damit Ihre Aufnahmen immer gestochen scharf sind.
ES IS Óptico Inteligente
El IS Inteligente es la solución perfecta para combatir los movimientos de la videocámara a través de la detección de la escena y la selección automática entre los cuatro modos de estabilización para contrarrestar el movimiento y evitar el efecto borroso.
RU Оптический зум с интеллектуальным стабилизатором изображения
Интеллектуальный стабилизатор изображения является идеальным решением для предотвращения нерезкости изображения путем распознавания сцены и автоматического выбора оптимального режима стабилизации из четырех доступных, компенсируя дрожание камеры.

Additional (or accessory) feature: The right side is used to hero on a particular feature (or the accessory), with product information, features, photography.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Experience photography: Imagery should bleed around at the same height as the pack front panel – the width is flexible.

The imagery panel continues onto the side of pack.

EN **Language circle:** Highlights the translations.

60% of actual size

Logo size

Wherever possible across DVC packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

30mm

Canon

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack sides shown are 142 x 132mm (shown at 60% of actual size).

Supporting Palette

Canon Blue and
Canon Deep Blue

Canon Light Grey
Pantone® 427
C:7 M:3 Y:5 K:8

Canon Red
Pantone® 186
C:0 M:100 Y:100 K:5

Choose colours from the supporting palette that are sympathetic to the experience photography, and follow the colour palette guidelines (this is shown as an example only).

5.06
Our DVC Packaging
Reverse and Base

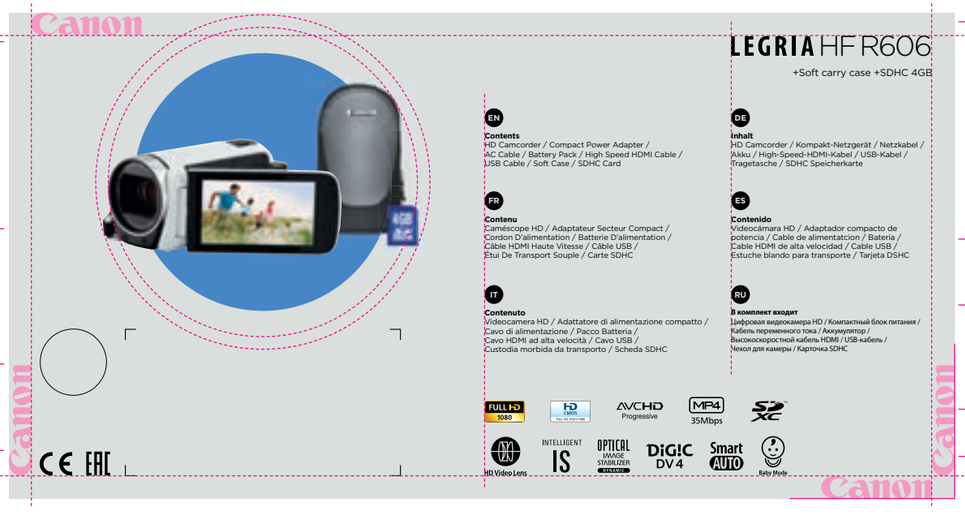
Solid circle:
This circle is 70mm in diameter (use this size on any packs of a similar size) and aligned centrally to the barcode position.

Camera logo/code is 80% size of that used on the pack front.

Variant sticker: Printed keyline marks the position for a sticker to be added in this position to identify the product colour – held inside of the box.

Barcode area: The reverse has brackets for sticker placement.

Reverse


Canon
LEGRIA HF R606
+Soft carry case +SDHC 4GB
EN
Contents
HD Camcorder / Compact Power Adapter / AC Cable / Battery Pack / High Speed HDMI Cable / USB Cable / Soft Case / SDHC Card
DE
Inhalt
HD Camcorder / Kompakt-Netzgerät / Netzkabel / Akku / High-Speed-HDMI-Kabel / USB-Kabel / Tragetasche / SDHC Speicherkarte
FR
Contenu
Caméscope HD / Adaptateur Secteur Compact / Cordon D'alimentation / Batterie D'alimentation / Câble HDMI Haute Vitesse / Câble USB / Étui De Transport Souple / Carte SDHC
ES
Contenido
Videocámara HD / Adaptador compacto de potencia / Cable de alimentacion / Bateria / Cable HDMI de alta velocidad / Cable USB / Estuche blando para transporte / Tarjeta DSHC
IT
Contenuto
Videocamera HD / Adattatore di alimentazione compatto / Cavo di alimentazione / Pacco Batteria / Cavo HDMI ad alta velocità / Cavo USB / Custodia morbida da transporto / Scheda SDHC
RU
В комплект входит
Цифровая видеокамера HD / Компактный блок питания / Кабель переменного тока / Аккумулятор / Высокоскоростной кабель HDMI / USB-кабель / Чехол для камеры / Карточка SDHC
FULL HD 1080
AVCHD Progressive
MP4 35Mbps
HD Video Lens
INTELLIGENT IS
OPTICAL IMAGE STABILIZER
DIGIC DV4
Smart AUTO
Baby Mode
CE EAC

Information panel: A light grey background is used to clearly show product information and translations.

It holds the product name, +kit contents, information, translations and icons.

EN

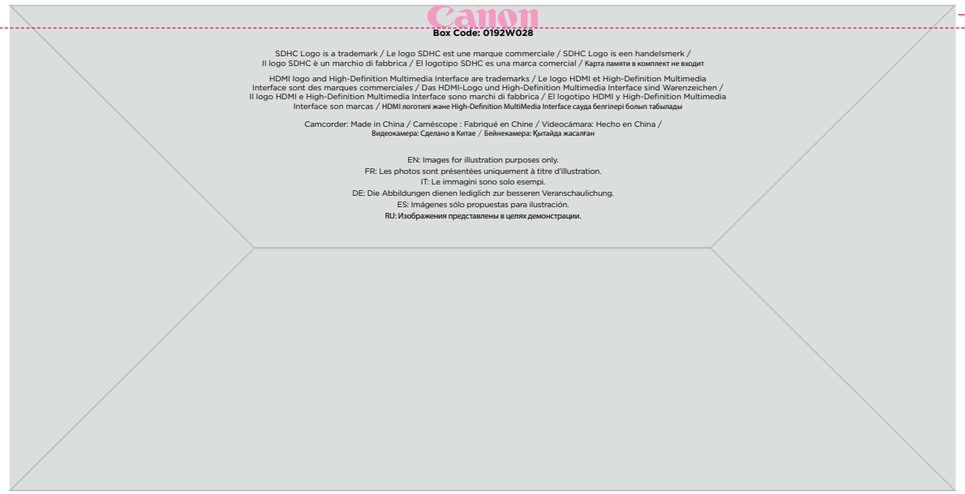
Language circle:
Highlights the translations.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Icons: Used as required.

Spacing: The Canon logo should be used to create a grid structure.

Base


Canon
Box Code: 0192W028
SDHC Logo is a trademark / Le logo SDHC est une marque commerciale / SDHC Logo is een handelsmerk / Il logo SDHC è un marchio di fabbrica / El logotipo SDHC es una marca comercial / Карта памяти в комплект не входит
HDMI logo and High-Definition Multimedia Interface are trademarks / Le logo HDMI et High-Definition Multimedia Interface sont des marques commerciales / Das HDMI-Logo und High-Definition Multimedia Interface sind Warenzeichen / Il logo HDMI e High-Definition Multimedia Interface sono marchi di fabbrica / El logotipo HDMI y High-Definition Multimedia Interface son marcas / HDMI логотипі және High-Definition MultiMedia Interface сауда белгілері болып табылады
Camcorder: Made in China / Caméscope : Fabriqué en Chine / Videocámara: Hecho en China / Видеокамера: Сделано в Китае / Бейнекамера: Қытайда жасалған
EN: Images for illustration purposes only.
FR: Les photos sont présentées uniquement à titre d'illustration.
IT: Le immagini sono solo esempi.
DE: Die Abbildungen dienen lediglich zur besseren Veranschaulichung.
ES: Imágenes sólo propuestas para ilustración.
RU: Изображения представлены в целях демонстрации.

Bottom panel: Additional product information is positioned as indicated on the base of the pack – centrally aligned for crash-lock bases.

Please note any Russian translations are set in Myriad to support the characters.

60% of actual size

Logo size

Wherever possible across DVC packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

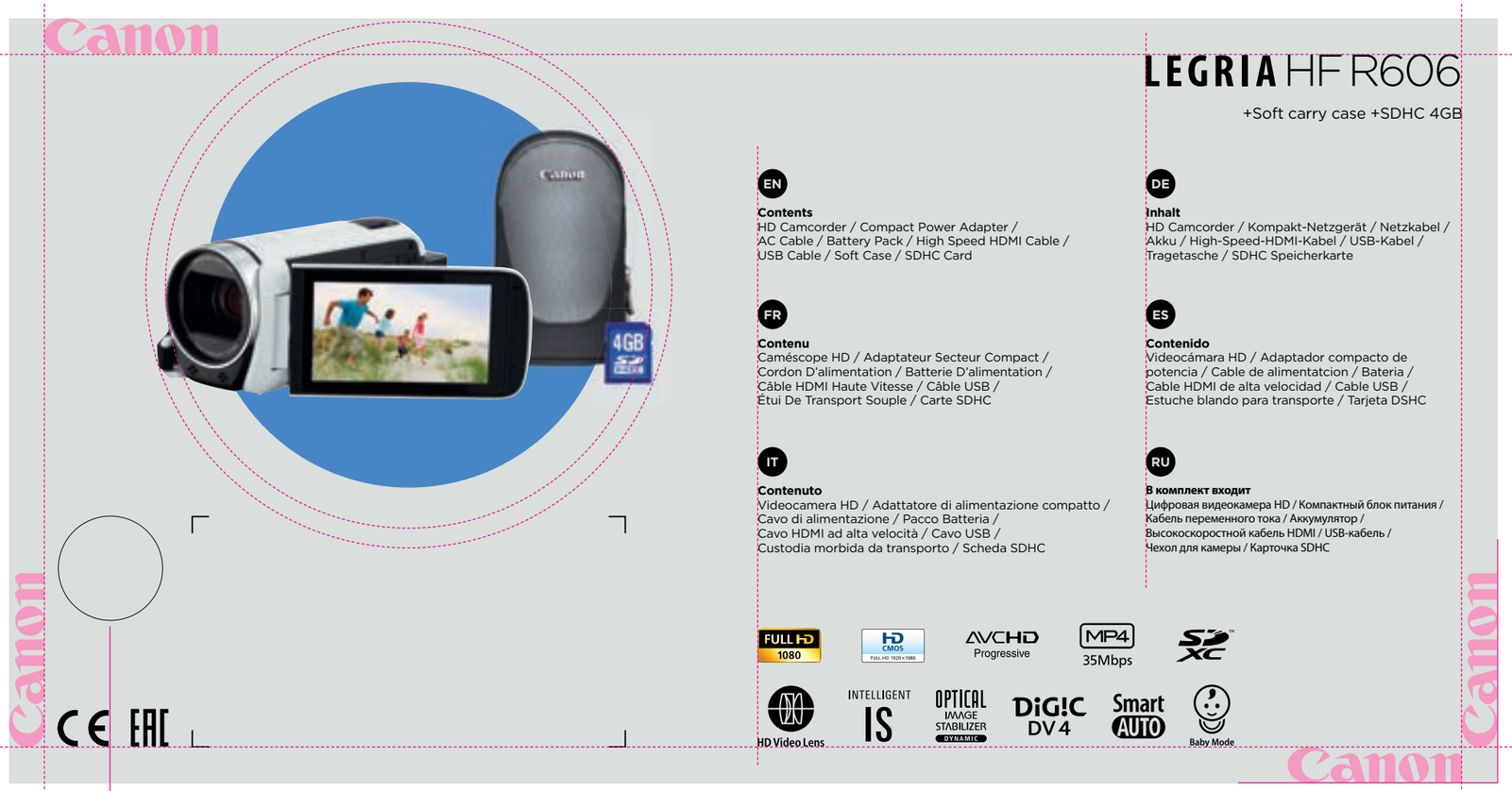
The pack reverse shown is 257 x 132mm and the pack base is 257 x 142mm (shown at 60% of actual size).

5.07
Our DSC Packaging
Colour Variant Sticker

Packaging specifics

A sticker can be added to the reverse of the pack, in order to show variants of the camcorder colour.

This should be sized and positioned with the barcode area as indicated.


Canon
LEGRIA HF R606
+Soft carry case +SDHC 4GB
EN
Contents
HD Camcorder / Compact Power Adapter /
AC Cable / Battery Pack / High Speed HDMI Cable /
USB Cable / Soft Case / SDHC Card
FR
Contenu
Caméscope HD / Adaptateur Secteur Compact /
Cordon D'alimentation / Batterie D'alimentation /
Câble HDMI Haute Vitesse / Câble USB /
Étui De Transport Souple / Carte SDHC
IT
Contenuto
Videocamera HD / Adattatore di alimentazione compatto /
Cavo di alimentazione / Pacco Batteria /
Cavo HDMI ad alta velocità / Cavo USB /
Custodia morbida da transporto / Scheda SDHC
DE
Inhalt
HD Camcorder / Kompakt-Netzgerät / Netzkabel /
Akku / High-Speed-HDMI-Kabel / USB-Kabel /
Tragetasche / SDHC Speicherkarte
ES
Contenido
Videocámara HD / Adaptador compacto de
potencia / Cable de alimentatcion / Bateria /
Cable HDMI de alta velocidad / Cable USB /
Estuche blando para transporte / Tarjeta DSHC
RU
В комплект входит
Цифровая видеокамера HD / Компактный блок питания /
Кабель переменного тока / Аккумулятор /
Высокоскоростной кабель HDMI / USB-кабель /
Чехол для камеры / Карточка SDHC
FULL HD 1080
HD CMOS
AVCHD Progressive
MP4 35Mbps
SDXC
HD Video Lens
INTELLIGENT IS
OPTICAL IMAGE STABILIZER DYNAMIC
DiG!C DV 4
Smart AUTO
Baby Mode
Canon
Canon

Variant sticker: Printed keyline (18mm diameter) marks the position for a sticker to be added in this position to identify the product colour – held inside of the box.

A 20mm diameter die cut sticker is applied to identify the Camcorder colour (French translation is applied).

100% of size

5.08
Our DVC Packaging
Canon World

Linking to the Generation “Out of the box experience”, we have created the **Canon World** which appears inside of our packaging – inviting the audience to “Come and see what Canon has to offer”, with engaging information and links for each of our category areas.

Branding:
The Come and See device invites customers into the Canon World.

Canon
Come and see what Canon has to offer.
Just visit us on canon-europe.com/welcome to register.
Venez découvrir le monde de Canon.
Accédez à la page canon-europe.com/welcome pour vous enregistrer.
Vieni a scoprire cosa Canon ha da offrire.
Visita la nostra pagina canon-europe.com/welcome per la registrazione.
Come and see: Das hat Canon zu bieten.
Einfach auf canon-europe.com/welcome gehen und registrieren.
Come and See: lo que ofrece Canon.
Solo tienes que visitarnos en canon-europe.com/welcome para registrarte.
Спешите узнать о новых предложениях Canon.
Для регистрации перейдите по ссылке canon-europe.com/welcome
come
and
see
canon-europe.com/welcome

These English text and translations are set in Gotham Bold and Book, 7.5pt, sentence case.

Spacing: The Canon logo should be used to create a grid structure.

The design is visually centred within the panel.

QR code: A solid circle highlights the QR code.

Canon World feature

On the inside box flaps of our DVC packaging we invite our customers to “Come and see what Canon has to offer.”

The copywriting – “Just visit us on canon-europe.com/welcome to register”– adds more value to our packaging and makes it easier for customers to see and benefit from our Canon services.

It’s also a great way of keeping a longer term relationship with our customers.

Careful consideration needs to be given to the most appropriate information to include on this panel. Priority should be given to encouraging sign-up to our database but other elements could be Irista, product specific apps and supporting products. Care should be taken to avoid this being used purely as a cross-selling exercise as that is not the purpose.

60% of actual size

5.09
Our DVC Packaging
Examples

Packaging Formats

The clear and simple Packaging Architecture can be effectively applied across different formats. The 1/3 and 2/3 segmentation between branding and imagery creates a unified structure.

The elements within the branding panel are flexible enough to be moved either horizontally or vertically (depending on format).

Imagery panel: The kit photography is visually centred within the light circle and the overall panel.

Branding panel: The kit title is positioned to the top of the panel.

Flexibility: The elements can alter position to allow for different formats and area sizes.

60% of actual size

6. Accessories

6.02
Our Accessories Packaging
Layout

Introduction

Our products are also packaged in the form of Accessory kits that are bundled together for use with a variety of our camera/printer products.

These kits are for use with DSLR, DSC, DVC, printers or non-specific products (generic to be used with a few different cameras for example).

These guidelines show how to create accessories packaging for different product types through set design principles.

Hanger: Some accessory packs will have a Euro Hook hanger – the title should be positioned on here, for maximum visibility.

Kit title: Reinforced on the pack top or the hanger (at 80% of the front lock-up size)

Top

Information panel: A light grey background is used to clearly show product information and translations.

Barcode area: The right side has brackets for sticker placement.

Reverse

Left side

Right side

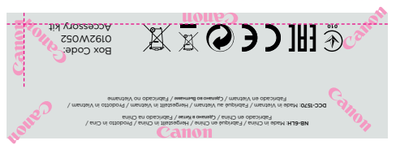
Branding panel: For accessory packs the branding panel takes up a 1/3 of the pack front. The front presents the Canon brand, Come and See device, kit title and photography.

For smaller packs the branding panel takes up the entire pack front.

Imagery panel: For accessory packs the imagery panel takes up 2/3 of the pack front. Appropriate experience photography is used at full bleed, within this area.

For smaller packs the imagery panel takes up the entire pack top.

Front



Base

Accessory feature: The sides are used to hero on a particular accessory – with product information, features, photography.

The imagery panel continues onto the side of pack.

45% of actual size

Target audience

The photography used for each accessory kit should be relevant to each product category that they are suitable for.

For example, an accessory pack for a specific DSC camera will use appropriate photography for that camera and the category. Please refer to each category section in this guideline.

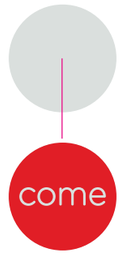
Overview and architecture

The architecture and brand identity elements should be used as outlined. Please refer to section 2 for a detailed packaging overview and breakdown of the architecture.

Layout

Imagery and branding panels, visual identity elements and simple typography are used to create a set structure to every pack.

Refer to each category section for further information that's relevant to each kit.



Solid mask

A solid light grey colour circular mask should be placed behind the 'come' circle to avoid any visibility of the experience image in the background.

6.03
Our Accessories Packaging
Front and Top

General specifications for our Accessories packaging:

Top

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing. This lock-up should be 80% of the front title size.

The preferred colour of the typographic bullet is Canon Red. It may be applied in black or white to increase legibility at small sizes or on dark backgrounds, where Canon Red is not legible. The area of the image behind the title may also need to be retouched to be lighter or darker to further help legibility.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure.

This title is set in Gotham Light, 22pt, sentence case.

Experience photography: Imagery should be used at full bleed and cropped to avoid awkward interaction with the light circle.

Spacing: The Canon logo should be used to create a grid structure.

Product photography: Imagery should be positioned over the light circle, visually centred.

A similar scale of camera and accessories should be used on all packs of the same or a similar size.

The light circle should be used as specified – on this example it is 125 x 125mm with a 60% opacity.

Product imagery should be photographed and used as specified within this DSC section.

Front

Kit title: Adhere to the kit title principles as outlined within the packaging architecture section of this guideline – for size relationships and spacing.

The typographic bullet is red and the title, camera logo/code and translation are black.

The lock-up should be positioned as indicated, using the Canon logo as a grid structure. For the lower end DSC packs the kit contents is not required and is replaced by the kit translation.

This title is set in Gotham Light, 27.5pt, sentence case.

This +kit contents is set in Gotham Book, 9.5pt, sentence case.

This *kit translation is set in Gotham Book, 7pt, sentence case.

60% of actual size

Branding: The Canon logo and Come and See device should be used as specified within the Packaging Architecture section of this guideline.

Keyline circle: 2pt line weight, 75mm diameter, cropped as indicated.

Product photography: Shows the kit as a line-up.

'Come and See' Translation: French translation in Gotham Book, 5.5pt, sentence case.

Logo size

Wherever possible across Accessories packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack front shown is 230 x 110mm and the pack top shown is 230 x 165mm (shown at 60% of actual size).

Supporting Palette

Canon Aqua and Canon Deep Lilac

Choose colours from the supporting palette that are sympathetic to the experience photography, and follow the colour palette guidelines (this is shown as an example only).

Canon Light Grey
Pantone® 427
C:7 M:3 Y:5 K:8

Canon Red
Pantone® 186
C:0 M:100 Y:100 K:5

Accessory feature: Both sides are used to hero on a particular accessory – with product information, features and photography.

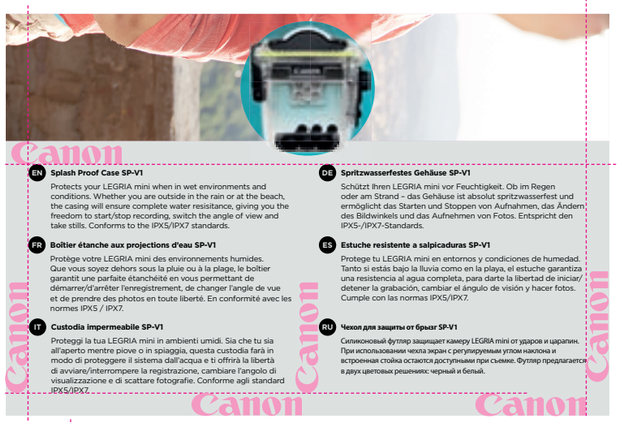
Left side

The imagery panel continues onto the side of pack.

EN Silicone Shield
The Silicone Shield protects your LEGRIA mini from bumps and scratches. When the shield is used the Vari-angle screen and built-in stand can still be accessed and used. The shield is available in two colours, black and white.
DE Silikonabdeckung
Die Silikonabdeckung schützt Ihren LEGRIA mini vor Stößen und Kratzern. Bei Einsatz der Abdeckung können Sie das schwenkbare Display und den integrierten Standfuß weiterhin bewegen und verwenden. Die Abdeckung ist in den zwei Farbausführungen schwarz und weiß erhältlich.
FR Étui en silicone
Protégez votre LEGRIA mini des chocs et des rayures avec cet étui en silicone. L'écran orientable et le socle intégré restent accessibles et utilisables avec l'étui. Cet étui est disponible en deux couleurs : noir ou blanc.
ES Funda protectora de silicona
La funda protectora de silicona protege la LEGRIA mini de golpes y arañazos. Al utilizar la funda protectora de silicona, se puede seguir accediendo y utilizando la pantalla de ángulo variable y el soporte integrado. La funda protectora de silicona está disponible en dos colores, blanco y negro.
IT Silicone Shield
The Silicone Shield protects your LEGRIA mini from bumps and scratches. When the shield is used the Vari-angle screen and built-in stand can still be accessed and used. The shield is available in two colours, black and white.
RU Силиконовый футляр
Силиконовый футляр защищает камеру LEGRIA mini от ударов и царапин. При использовании чехла экран с регулируемым углом наклона и встроенная стойка остаются доступными при съемке. Футляр предлагается в двух цветовых решениях: черный и белый.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Right side


EN Splash Proof Case SP-V1
Protects your LEGRIA mini when in wet environments and conditions. Whether you are outside in the rain or at the beach, the casing will ensure complete water resistance, giving you the freedom to start/stop recording, switch the angle of view and take stills. Conforms to the IPX5/IPX7 standards.
DE Spritzwasserfestes Gehäuse SP-V1
Schützt Ihren LEGRIA mini vor Feuchtigkeit. Ob im Regen oder am Strand – das Gehäuse ist absolut spritzwasserfest und ermöglicht das Starten und Stoppen von Aufnahmen, das Ändern des Bildwinkels und das Aufnehmen von Fotos. Entspricht den IPX5-/IPX7-Standards.
FR Boîtier étanche aux projections d'eau SP-V1
Protège votre LEGRIA mini des environnements humides. Que vous soyez dehors sous la pluie ou à la plage, le boîtier garantit une parfaite étanchéité en vous permettant de démarrer/d'arrêter l'enregistrement, de changer l'angle de vue et de prendre des photos en toute liberté. En conformité avec les normes IPX5 / IPX7.
ES Estuche resistente a salpicaduras SP-V1
Protege tu LEGRIA mini en entornos y condiciones de humedad. Tanto si estás bajo la lluvia como en la playa, el estuche garantiza una resistencia al agua completa, para darte la libertad de iniciar/detener la grabación, cambiar el ángulo de visión y hacer fotos. Cumple con las normas IPX5/IPX7.
IT Custodia impermeabile SP-V1
Proteggi la tua LEGRIA mini in ambienti umidi. Sia che tu sia all'aperto mentre piove o in spiaggia, questa custodia farà in modo di proteggere il sistema dall'acqua e ti offrirà la libertà di avviare/interrompere la registrazione, cambiare l'angolo di visualizzazione e di scattare fotografie. Conforme agli standard IPX5/IPX7.
RU Чехол для защиты от брызг SP-V1
Силиконовый футляр защищает камеру LEGRIA mini от ударов и царапин. При использовании чехла экран с регулируемым углом наклона и встроенная стойка остаются доступными при съемке. Футляр предлагается в двух цветовых решениях: черный и белый.

EN **Language circle:** Highlights the translations.

60% of actual size

6.04
Our Accessories Packaging
Sides

Logo size

Wherever possible across Accessories packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack sides shown are 165 x 110mm (shown at 60% of actual size).

6.05
Our Accessories Packaging
Reverse and Base

Note:
The term ‘Accessory kit’ is included on the reverse to avoid any confusion that ‘Legria mini’ is included inside the box.

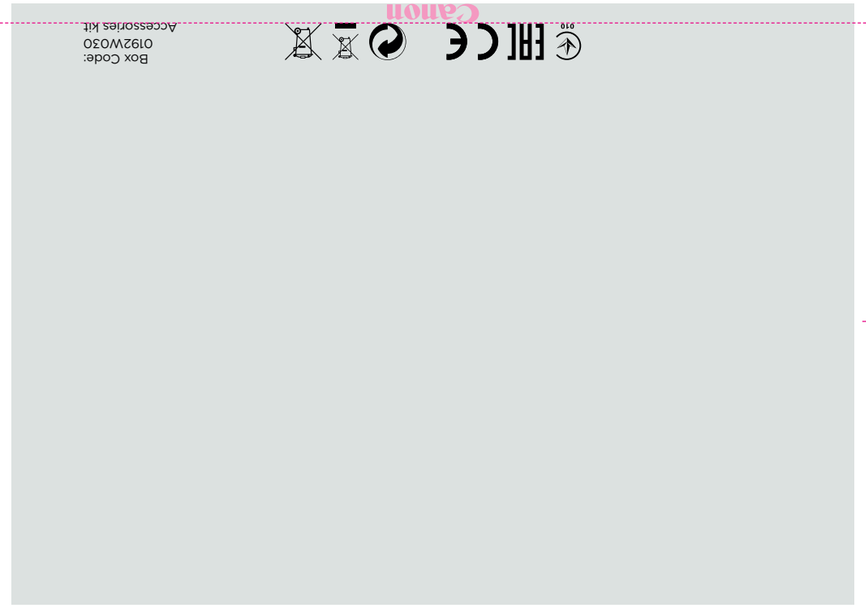
Camera logo/code is 80% size of that used on the pack front.

Solid circle:
This circle is 75mm in diameter (use this size on any packs of a similar size) and aligned centrally to the barcode position.

Barcode area: The reverse has brackets for sticker placement.

Reverse

Base



Information panel: A light grey background is used to clearly show product information and translations.

It holds the product name, +kit contents, information, translations and icons.

EN

Language circle:
Highlights the translations.

These translations are set in Gotham Bold and Book, 6pt, sentence case.

Spacing: The Canon logo should be used to create a grid structure.

Bottom panel: Additional product information is positioned as indicated on the base of the pack – centrally aligned for crash-lock bases.

Please note any Russian translations are set in Myriad to support the characters.

60% of actual size

Logo size

Wherever possible across Accessories packs of a similar size a 30mm logo width should be used (this is based on a non standard size between A5 and A4 surface areas).

Pack structure (spacing)

This logo size is then used to determine the distance from the edges of the pack, exclusions, an overall grid and spacing around other design elements as indicated. The Come and See device should never go inside this exclusion zone.

The pack reverse shown is 230 x 110mm and the pack top shown is 230 x 165mm (shown at 60% of actual size).

6.06
Our Accessories Packaging
Examples

Box with a Euro Hook hanger

Flexibility:
For packaging with limited space the Camera name/ logo can be moved from the title lock-up into this position.

Photography:
Bleeds over

Accessories:
The accessories are shown without showing the camera, as this is not included in the kit.

Feature:
The side of pack is used for an accessory feature.

Imagery panel: The kit photography is visually centred within the light circle and the overall panel.

Branding panel:
The kit title is positioned to the top of the panel.

Packaging Formats

The clear and simple Packaging Architecture can be effectively applied across different formats. The 1/3 and 2/3 segmentation between branding and imagery creates a unified structure.

This example shows how the guidelines can be applied to a box with a Euro Hook hanger.

Smaller logo used

7. Exceptions

Introduction

Some of our EMEA packaging will be exceptions from the rules as outlined in this guideline.

This could happen for packaging like premium kits and co-branded kits (retailer or brands) where the design needs to differentiate these from the CAS identity or be project appropriate.

In these instances Canon brand should always be made aware and the creative approval process should be followed.

Exceptions

These should be tackled on a brief by brief basis and handled sensitively so that they do not compromise our Canon brand.

Some co-branded kits will simply mean that a co-brand logo needs adding to the ‘Come and See’ identity packaging and some co-brands will mean that a unique packaging design is required.

This co-branded Stella McCartney and Canon kit, for example, is a unique design – sensitively handled to be appropriate for both brands.

General specifications for our Co-branded packaging:

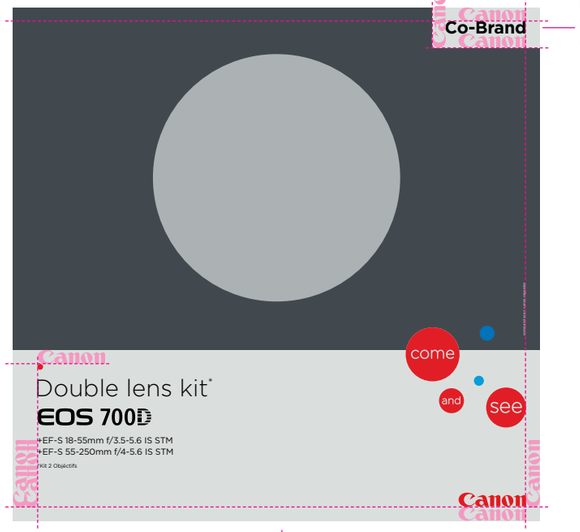
Co-brand logos

Some of our bundle kits will require supporting brands adding onto the packaging. This should always be handled sensitively so as to not interfere with or undermine our Canon brand.

Co-branded DSC example

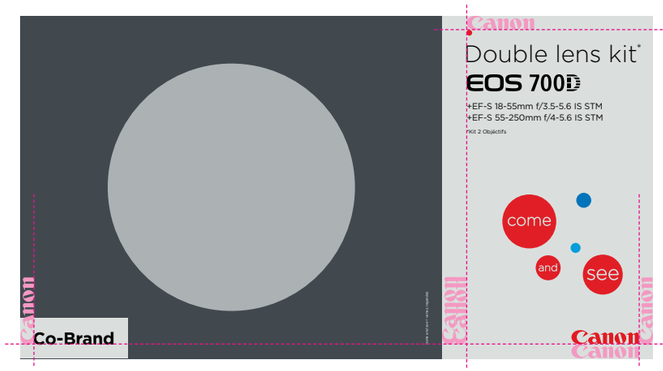
Positioning: On this DSC example the co-brand should be positioned on the front face, in the top right-hand corner. The logo should be sized to achieve a similar prominence, visually, to the Canon and 'Come and See' identity.

Co-brand panel: For layouts with a 2/3 and 1/3 segmentation the branding area is limited. The co-brand should be positioned in a corner of the imagery panel, either directly onto the image (if legible) or within a 'co-brand light grey panel'.

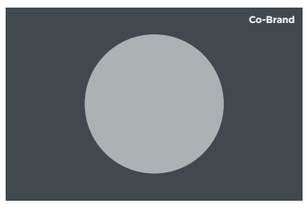


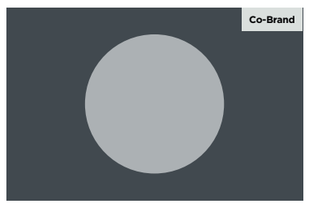
The size and proportions of the light grey panel are flexible depending on the logo format to look visually correct.

Position the co-brand logo to a 'Canon logo distance' from the pack edge and then size the light grey panel around the logo.



Co-brand: Directly onto the image (if legible)





Co-brand: Within a 'co-brand light grey panel'.

75% of actual size

7.03
Exceptions
Premium Kits

Two kit types

Premium Look

An exception to this guideline is our packaging for the Premium Accessory Kits.

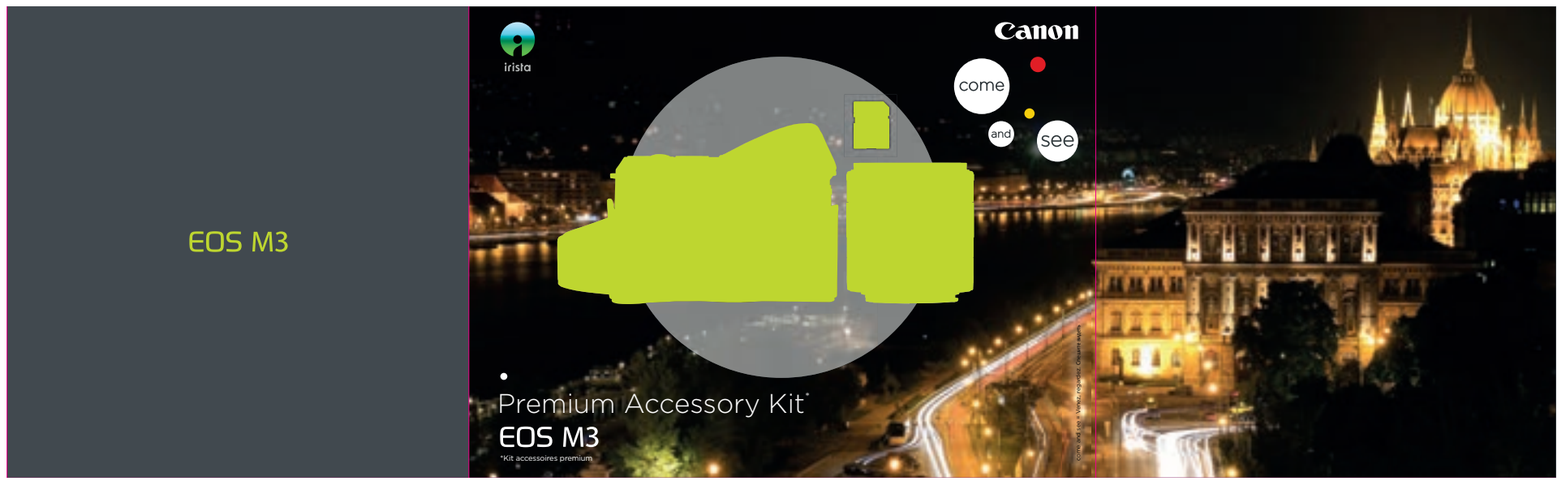
The dark grey colour is used to both elevate and differentiate these from our core packaging design.

High quality experience photography with a dark overall feel should be used to give a consistent feel across any packaging created for our higher end kits – This imagery bleeds around the pack to continue from the front onto the side.

Product photography is highlighted on the front with a light circle and on the top with a coloured key line circle – this colour should be sympathetic to the experience imagery.

7.03
Exceptions
Premium Kits

Left Side **Front** **Right Side**



Packaging Front & Sides

The experience photography should bleed around from the front onto the right side – please select an image crop that allows appropriate parts of the image to be visible on each face.

A UV varnish should be added over product photography and the camera name/logo as indicated (in lime green), which will further elevate the kit.

The pack front shown is 226 x 170.5mm and the pack sides shown are 166.5 x 170.5mm (shown at 45% of actual size).

Supporting Palette

Canon Yellow
and Canon Red

Choose colours from the supporting palette that are sympathetic to the experience photography, and follow the colour palette guidelines (this is shown as an example only).

Canon Dark Grey
Pantone® 7540
C:41 M:28 Y:22 K:70

SPOT UV
indicated by Lime Green

7.03
Exceptions
Premium Kits

Reverse and Base

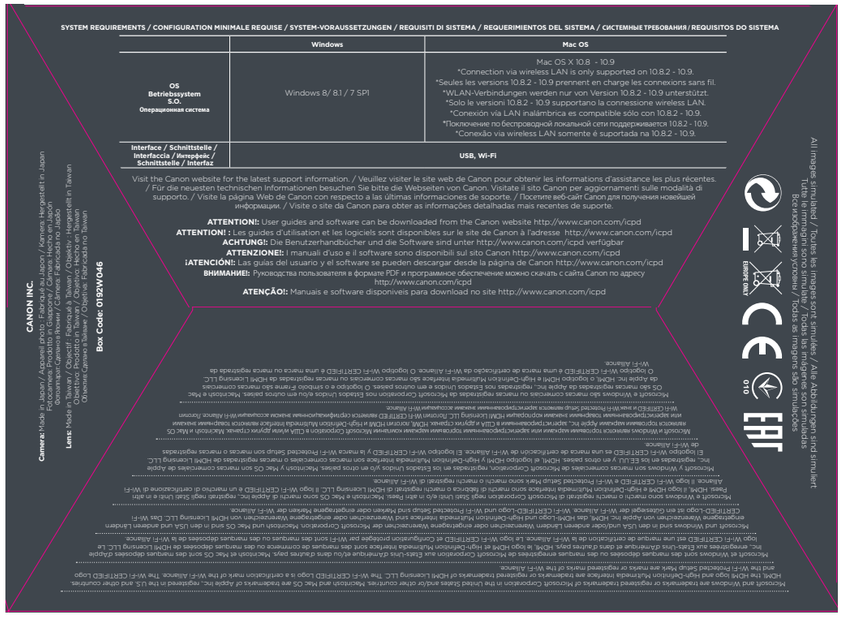
The dark grey colour background is used on both the pack reverse and base.

The overall guidelines for information and language translations is inline with the rules as outlined earlier in this guideline.

Text and icons should be white, reversed out of the background colour.

Reverse

Base


SYSTEM REQUIREMENTS / CONFIGURATION MINIMALE REQUISE / SYSTEM-VORAUSSETZUNGEN / REQUISITI DI SISTEMA / REQUERIMIENTOS DEL SISTEMA / СИСТЕМНЫЕ ТРЕБОВАНИЯ / REQUISITOS DO SISTEMA
Windows
Mac OS
OS
Betriebssystem
S.O.
Операционная система
Windows 8/ 8.1 / 7 SP1
Mac OS X 10.8 - 10.9
*Connection via wireless LAN is only supported on 10.8.2 - 10.9.
*Seules les versions 10.8.2 - 10.9 prennent en charge les connexions sans fil.
*WLAN-Verbindungen werden nur von Version 10.8.2 - 10.9 unterstützt.
*Solo le versioni 10.8.2 - 10.9 supportano la connessione wireless LAN.
*Conexión vía LAN inalámbrica es compatible sólo con 10.8.2 - 10.9.
*Подключение по беспроводной локальной сети поддерживается 10.8.2 - 10.9.
*Conexão via wireless LAN somente é suportada na 10.8.2 - 10.9.
Interface / Schnittstelle / Interfaccia / Интерфейс / Interfaz
USB, Wi-Fi
Visit the Canon website for the latest support information. / Veuillez visiter le site web de Canon pour obtenir les informations d'assistance les plus récentes. / Für die neuesten technischen Informationen besuchen Sie bitte die Webseiten von Canon. Visitate il sito Canon per aggiornamenti sulle modalità di supporto. / Visite la página Web de Canon con respecto a las últimas informaciones de soporte. / Посетите веб-сайт Canon для получения новейшей информации. / Visite o site da Canon para obter as informações detalhadas mais recentes de suporte.
ATTENTION!: User guides and software can be downloaded from the Canon website http://www.canon.com/icpd
ATTENTION! : Les guides d'utilisation et les logiciels sont disponibles sur le site de Canon à l'adresse http://www.canon.com/icpd
ACHTUNG!: Die Benutzerhandbücher und die Software sind unter http://www.canon.com/icpd verfügbar
ATTENZIONE!: I manuali d'uso e il software sono disponibili sul sito Canon http://www.canon.com/icpd
¡ATENCIÓN!: Las guías del usuario y el software se pueden descargar desde la página de Canon http://www.canon.com/icpd
ВНИМАНИЕ!: Руководства пользователя в формате PDF и программное обеспечение можно скачать с сайта Canon по адресу http://www.canon.com/icpd
ATENÇÃO!: Manuais e software disponíveis para download no site http://www.canon.com/icpd
CANON INC.
Box Code: 0192W046
Camera: Made in Japan / Assembly in Japan / Fabriqué au Japon / Assemblé au Japon / Hergestellt in Japan / Montiert in Japan / Fabbricato in Giappone / Assemblato in Giappone / Fabricado en Japón / Ensamblado en Japón / Fabricado no Japão / Montado no Japão / Made in Taiwan / Assembled in Taiwan / Hergestellt in Taiwan / Montiert in Taiwan / Fabbricato in Taiwan / Assemblato a Taiwan / Fabricado en Taiwán / Ensamblado en Taiwán / Fabricado no Taiwan / Montado no Taiwan / Сделано в Японии / Собрано в Японии / Сделано на Тайване / Собрано на Тайване / Fabricado no Taiwan / Montado no Taiwan
Lens: Made in Japan / Assembled in Japan / Fabriqué au Japon / Assemblé au Japon / Hergestellt in Japan / Montiert in Japan / Fabbricato in Giappone / Assemblato in Giappone / Fabricado en Japón / Ensamblado en Japón / Fabricado no Japão / Montado no Japão / Made in Taiwan / Assembled in Taiwan / Hergestellt in Taiwan / Montiert in Taiwan / Fabbricato in Taiwan / Assemblato a Taiwan / Fabricado en Taiwán / Ensamblado en Taiwán / Fabricado no Taiwan / Montado no Taiwan / Сделано в Японии / Собрано в Японии / Сделано на Тайване / Собрано на Тайване / Fabricado no Taiwan / Montado no Taiwan
All images simulated. / Toutes les images sont simulées. / Alle Abbildungen sind simuliert. / Tutte le immagini sono simulate. / Todas las imágenes son simuladas. / Все изображения условны. / Todas as imagens são simuladas.
EAC

The pack reverse shown is 224.5 x 170.5mm and the pack base shown is 226 x 166.5mm (shown at 60% of actual size).

8. Support

Contacts

Any Questions?

If you have any questions about the work within this guidelines then please contact the following individuals. Thank you.

Retail Campaigns Team

email: retail.campaigns@canon-europe.com

For planning and availability of centrally created kits, please contact the Customer Marketing Team.

Aurelie Gervais
aurelie.gervais@canon-europe.com

Brand Approvals

The process

All creative must be approved through Creative & Content approval process before going live. Please allow five working days for this process.

For approval please access the Creative and Content SharePoint site visit:

https://sharepoint.cgn.canon-europa.com/corpcomms/CMC/CCA

For brand assets and detailed information visit:

canon-europe.com/brandsite

Packaging Reductions Requirement

Directive 64/62/EC binds us to the essential requirements on the volume and composition of packaging and Authorities do audit us.

The key considerations are:

- Ensure that the size of the actual box is not excessive in relation to the contents.
- All material used must be easily recyclable.
- The cardboard must be strong enough to keep the contents protected and secure but not so thick as to add excess weight or size.
- Varnishes must only be used if they do not detrimentally affect the recyclable credentials of the box.
- All Canon's packaging is regulated by Canon Green Procurement procedure, which ensures that any supplier registered in i-Procurement is audited to check the packaging they supply Canon does not contain any illegal or Canon restricted substances. Check that the supplier of the packaging is directly registered in i-Procurement, otherwise we have no guarantee the supplier conforms to Canon's high standards. If a new packaging supplier is being considered please request the supplier to complete Canon's Green Procurement documentation URL or consult the Sustainability department.

If you have any questions please contact the Sustainability team who will be happy to help. Please email:

sustainability@canon-europe.com.